

CAUTION

When Doubletone Inks are specified
It means <u>Ullman</u>'s genuine

<u>Doubletone Inks</u> or <u>Ullmanines</u>.

You may not detect the counterfeits,
But your customer will.
In imitative specimen books
Not only our very designations
Are frequently appropriated,
But sometimes to mislead and deceive

<u>Our Inks Themselves Are Used</u>.
These can, however, be obtained only
From us or our recognized agents.

Some of our most popular shades are:

Doubletone Cameo Art Brown
Doubletone Cameo Art Green
Doubletone Brazil Brown
Doubletone Bronze Green 4-A
Doubletone Light Sepia N-S
Doubletone Light Sepia A
Doubletone Rembrandt Brown A

Sigmund Ullman Co.

New York (uptown) New York (downtown) Chicago Philadelphia Cleveland Cincinnati





M Show

"Butler Brands" Standardized Writings



By our methods of testing and critically examining every shipment we maintain the highest possible degree of uniformity in our product and our standards are thus upheld. We take every precaution against shipping goods that are not right in every respect, with the result that complaints regarding quality are astonishingly rare. Our immense line of WRITINGS, including Ledgers, Flats, Bonds, etc., will prove decidedly interesting to you. To be informed you should get our samples and prices. When writing, include samples of papers you now use and state quantities you order at a time, and we will show you what we can offer. We will welcome this opportunity to demonstrate the value of "Butler Service."

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Company				 	 Milwaukee, Wisconsin
Interstate Paper Company				 	 Kansas City, Missouri
Southwestern Paper Company .					
Southwestern Paper Company .				 	 Houston, Texas
Pacific Coast Paper Company .				 	 San Francisco, California
Sierra Paper Company				 	 Los Angeles, California
Oakland Paper Company				 	 Oakland, California
Central Michigan Paper Company					
Mutual Paper Company				 	 Seattle, Washington
American Type Founders Co				 	 Spokane, Washington
American Type Founders Co				 	 Vancouver, British Columbia
National Paper & Type Co., (Ex	port	Only)	 	 New York, New York
National Paper & Type Co				 	 City of Mexico, Mexico
National Paper & Type Co				 	 . City of Monterey, Mexico
National Paper & Type Co				 	 Havana, Cuba
	-				

J. W. Butler Paper Company Chicaso.



Catalog Economy That Means Greater Profits For Shrewd Printers

This is an era of business economy. But it is not a time for economies that do not promote efficiency. Large users of catalogs realize this. They are willing to pay a fair price for a catalog that will produce greater results because it is more attractive and more serviceable. No catalog having a cover incapable of artistic printing and embossing, or of withstanding the strain of constant handling, can possibly be economical, because it is not

That is why there is to-day a greater profit and more catalog orders for printers using

Kamargo Mills

Catalog Covers

Printers whose estimates specify Kamargo Covers are making more money. They are winning new customers. You can do so, too. Each month, in SYSTEM, we are urging over 100,000 business executives - probably 500,000 users of catalogs to ask their printers why it pays to use these beautiful, unusual, and most serviceable covers.

It will pay you to investigate Kamargo Covers and supply this information to your customers.

Simply write us on your letter-head to-day, and we will send you the Kamargo Mills Samples de Luxe. It is an interesting exhibit, showing 31 actual examples of the unusually beautiful effects obtainable with Kamargo - a text-book on catalog treatment that will prove valuable to every printer. A copy is ready for you. May we send it to you now?

Knowlton Bros., Inc.

Cover Dept. B

Watertown

New York



Clearface Heavy Italic (Non-Kerning)

3 A \$8 10 4 a \$5 35 \$13 45

FINE Designs

Hunting MINER

SECURE Compositor

Remarkable PRINTING

PRODUCTIONS Distributed

15 A \$1 30 28 a \$1 45 \$2 75

HOUSE SECURED Kingdoms Rejoiced

PRESENT STRONG KNIGHTS **Ancient Steamship Floundering Promote Government Inspector**

Figure \$1234567890 Charmed

16 A \$1 20 31 a \$1 30 \$2 50

Enormous Orders Received Friday

PRINTER REMOVING **Confectioner Advertises**

WRITES WONDERFUL HISTORY **Great Mechanic Inherited Property** Labor-Saving Brass Rule and Leads

OWNED UNIQUE MACHINE

8 Point

19 A \$1 10 36 a \$1 15 \$2 25

Removing Marvelous Building

DETERMINED MOUNTAINEERS HELPING Prominent General Received Handsome Guns American Type Founders Company Creation Handsome Borders and Ornaments Produced

18 Point

8 A \$1 50 16 a \$1 75 \$3 25

21 A \$0 95 40 a \$1 05 \$2 00

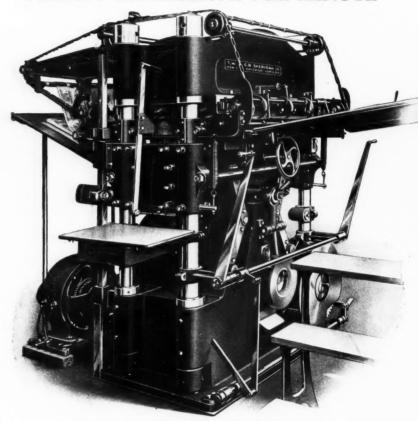
DELIGHTFUL EXCURSION COMES Clearface Heavy Italic Pleased Buyer IMPORTANT DOCUMENTS FOUND LAST MONTH Prosperous Merchants Returned From South America Forty European Gymnasts Display Sensational Feats Desirable Figures \$1234567890 Printed Very Clear

American Type Founders Company

ORIGINATOR OF THE CLEARFACE FAMILY

THE FASTEST, MOST ACCURATE AND STRONGEST EMBOSSER ON THE MARKET

TWENTY IMPRESSIONS PER MINUTE



THE SHERIDAN CONTINUOUS FEED EMBOSSER

ABSOLUTELY INDISPENSABLE TO FIRST-CLASS LITHOGRAPHERS

The 9-B press takes a sheet 55 in. x 39 in.

The 8-D press takes a sheet 46 in. x 35 in.

Embosses 55 in. x 38 in.

Embosses 46 in. x 33 in.

THE FASTEST PRACTICAL CONTINUOUS FEED EMBOSSER

¶ An automatic device locks the gripper bar to which the sheet is fed. It is again automatically locked when the sheet is in the press, thus ensuring perfect register, the chain simply acting as a carrier to the continuous feed.

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK 17 S. Franklin Street, CHICAGO 65-69 Mount Pleasant, LONDON, E. C., ENGLAND

THE DUPLEX TUBULAR PLATE ROTARY PRESS

IT DOUBLES THE PRODUCT

Absolutely Single Plate

No Half-Speed Devices



THE SIXTEEN-PAGE DUPLEX TUBULAR PLATE PRESS Capacity, 30,000 per hour of 4, 6, 8, 10, 12, 14 or 16 page papers. All book fold and at full speed from single plates

The Duplex Tubular Plate Rotary Press, carrying an equal number of plates, will give twice the product of any other press.

In the Duplex Single Plate Rotary there is no collecting, no associating, no tapes, no half-speed cylinders. It is smaller, more convenient, and far more cheaply operated than other corresponding machines and gives twice the product.

Time Saved - Labor Saved - Money Saved - Investigate It

OVER FIFTY NOW IN USE

Some Recent Customers Our Customers Write Our Ads.

Phoenix, Ariz., Gazette - - - 16-page New York City, L'Araldo Italiano 20-page Huntington, Ind., News-Express - 12-page Williamsport, Pa., Sun - - - 16-page Rome, N. Y., Sentinel - - - 16-page Asbury Park, N. J., Press - - 20-page Havana, Cuba, El Dia - - - 16-page Fitchburg, Mass., Sentinel - - 16-page Mexico City, Mex., La Prensa - 16-page Mexico City, Mex., Nueva Era Mexico City, Mex., N

Write us for full information

Our new catalog can be had for the asking

The Duplex Printing Press Co.

Main Office and Works:

LONDON Linotype & Machinery, Ltd. 188 Fleet Street, E. C. BATTLE CREEK, MICHIGAN NEW YORK

NEW YORK
World Building

General Agents for Canada: Miller & Richard

PARIS Linotype & Machinery, Ltd. 10 Rue de Valois

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co. **CHICAGO**

636-704 Sherman Street

PITTSBURG

First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA

52-54 So. Forsyth Street

INDIANAPOLIS

151-153 Kentucky Avenue

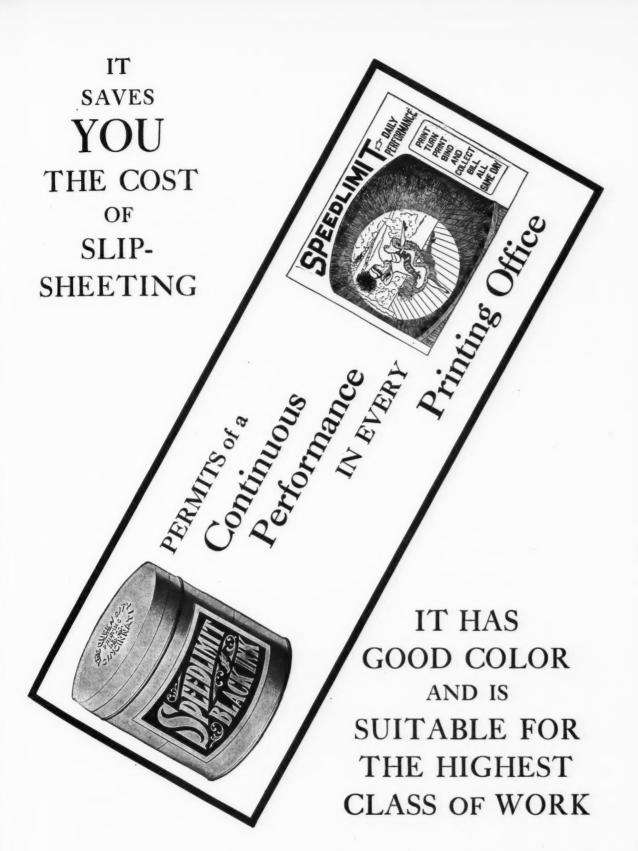
DALLAS

MILWAUKEE

MINNEAPOLIS

DES MOINES

COLUMBUS



THE QUEEN CITY PRINTING INK CO. CINCINNATI,

PHILADELPHIA, BOSTON ROCHESTER DETROIT CHICAGO KANSAS CITY MINNEAPOLIS DALLAS

"Come on Along"

Everybody has been hearing those words this winter, as sung in the popular song about "Alexander's Rag Time Band." It goes on to say that Mr. Alexander's band is the best in the land.

Right here we want you to "Come on Along" and join the band of Worthmore Bond users. There is no better band of successful business men in this broad land of ours.

They have all learned the tremendous advertising power that lies in a good letter-head. They have also learned, by hard, practical experience, that such a letter-head calls for the most expensive of paper. Its cost usually eats up all profits derived from its use.

They have found out, however, that there is one way to obtain this paper luxury without extravagance, and that is by the use of

WORTHMORE BOND

Before joining this band of happily successful users, we suggest that you ask us for our Worthmore Book. Write to-day.

The Whitaker Paper Company

Cincinnati, Ohio

Sold in Boston by the Bay State Paper Co.





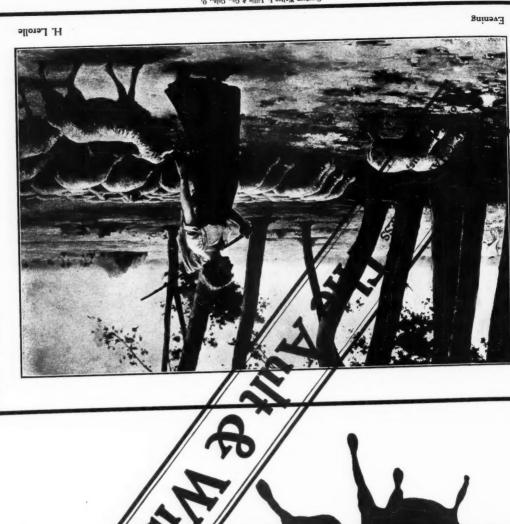
Lillia & Co. Cols

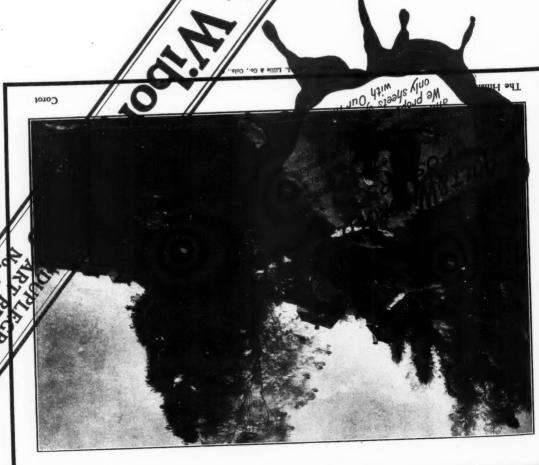


The End of Day

E. Adan

300 S





Do You Need a Type Caster?

How much money do you spend a year for new type, quads, and spacing material?

\$

ò

How much more ought you to spend to get more business by giving your customers better printing?

How much time do your compositors waste hunting for sorts, "picking" and resetting because of short fonts?

How much time do they spend on distribution? Our Type Caster will save over fifty per cent. of this loss. How much time do you lose on press trying to print from worn-out type?

4

How much do you spend on plates to save wear on type and the expense of keeping foundry type standing?

Did you ever see a bricklayer hunt for bricks, or a carpenter pull nails out of a finished job, to get material to work with? Do you let your compositors work without sufficient material?

The Vital Value of Matrices in a Type Caster

Would you make a long-time contract with a type-foundry to use its product exclusively—for that is what you do when you install a type caster and start your own type-foundry—without the most positive guarantees on these points?—

First: That this foundry has now—not "in preparation"—a complete assortment of faces ample to satisfy your present needs and to take care of your future growth. That this foundry is successful enough to be able to, pro-

gressive enough to be willing to, keep pace with the ever-changing styles in typography by constantly adding new faces.

Second: That this foundry is a permanent institution with a record of success that insures that it can supply you with type (in your case, matrices to make type) at any time; for, to be unable to get type to correct your standing matter or keep up your cases is intolerable.

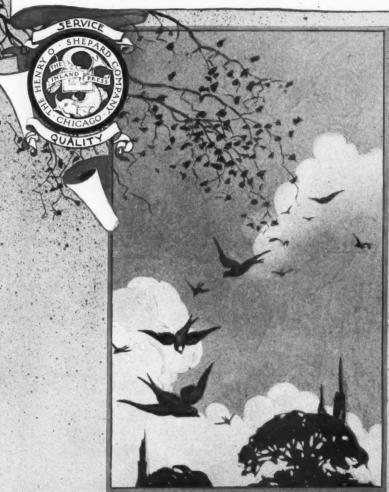
A Type Caster without matrices is as useless as type cases without type.

Our Type Caster gives the printer a choice of over 1,000 fonts, and the matrix families are still growing.

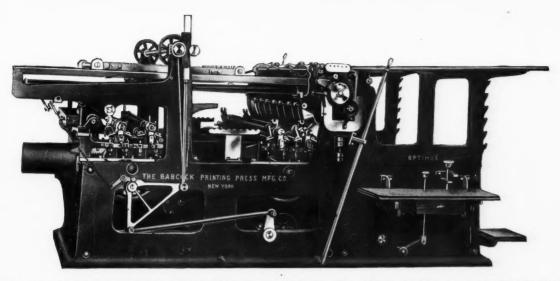
Lanston Monotype Machine Company Philadelphia

Miller & Richard, Toronto and Winnipeg Canadian Representatives

ENGRAVING DEPARTMENT OF THE HENRY O'SHEPARD'CO:



FORMERLY THE INLAND WALTON ENG. CO.
632 SHERMAN ST.
CHICAGO ... ILL.



THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Ontario

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON. D. C. National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile.

The Babcock Optimus The Babcock Optimus

Surprise was expressed recently when we were found running the same job of close registered color work on two Optimus presses. Just at the time we were passing 25x38 sheets from a 36x52 machine to a 28x41, and vice versa. To complete four colors the sheets passed each press twice. We were not only using two presses on the same register, but the machines varied greatly in size. Forgetting that we were running Optimus presses, our printer friend did not see how we secured such perfect register.

We had followed the practice for years without thinking anything about it or experiencing the least difficulty, though our machines are now by no

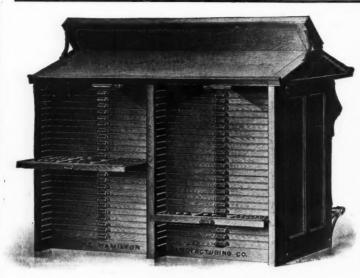
means new. We took it for granted that all were familiar with it. Only the surprise of the printer, who has a big shop of his own, led us to conclude that we were doing anything exceptional.

The practice makes rapid work of a big job in several printings. It puts two or three machines into operation that otherwise might be idle. On some work the best results are secured by printing before the preceding colors are too dry. Two or three or more machines are necessary. One can use them unhesitatingly, sure of perfect register and high class product if they are Optimus presses.

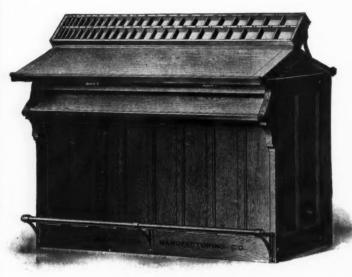
Full information is enlightening.

SET IN AUTHORS ROMAN

Hamilton's COMPOSING-ROOM FURNITURE



Job Side No. 28 Tracy Cabinet



News Side No. 28 Tracy Cabinet

All the best ideas of improvement in composing-room equipment originating during the past thirty years are concentrated in the Hamilton line of Printing-office Furniture.

The most thoughtless and inexperienced printer, from a practical standpoint, has the benefit of this improvement when he equips his office with Hamilton Furniture.

Thousands of satisfied buyers throughout the world testify to the profit and satisfaction they are deriving in its use.

Thousands of other printers are in urgent need of new equipment and will never be able to solve the cost problem satisfactorily until they have it.

Hamilton Furniture can now be had in Pressed Steel construction or All Wood. The very best materials and workmanship enter into the making of this equipment. It is the purpose of the company, above all other considerations, to maintain this standard of excellence and to preserve the reputation gained in thirty years of manufacturing.

The Hamilton catalogs explain it all and can be had for the asking. A simple request to the Hamilton Company or to the dealer will put these catalogs on the printer's desk.

IMPROVEMENT IN COMPOSING-ROOM CABINETS

The last word in Composing-room Cabinets is found in the late productions, like the Tracy, American, Masterman, and Ad-man's Composing Cabinets. There is nothing better than the popu-

There is nothing better than the popular Tracy, with a solid, removable, reversible and adjustable top. No places for concealed dust and rubbish to accumulate. The material is compactly arranged and convenient to the hand of the workman. Such furniture is a vital factor in cost reduction.

Do not forget to ask your dealer for illustrated catalogs describing these cabinets.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States,

THE HAMILTON MANUFACTURING CO.

Main Office and Factories . . . TWO RIVERS, WIS. Eastern Office and Warehouse . . . RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

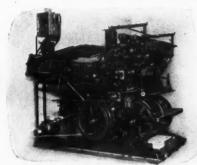
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

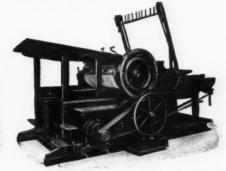
HOW TO SAVE MONEY

IN THE PRINTING BUSINESS

USE SPRAGUE ELECTRIC MOTORS, which economize power, space, light and stock, and give uninterrupted service









Round Type Motor Belted to Rotary Onset Press

Type S, Form H, Alternating Current Motor, Belted to Michle Press

The best printers use the best machines, best type, best stock and best motors.

Some reasons why the Sprague Motors are the best:

We were pioneers in the application of electric motors to printing machinery and we have made it one of our specialties.

We are familiar with every phase of the printing trade. We know just what motor should be used on each machine and just how it should be applied.

We have developed a motor, the best that can be made, and particularly adapted to printing machinery.

We have studied the control problem with great care and can furnish, in every application, the controlling device which enables the user to get the greatest efficiency from his machine.

The Sprague reputation is behind every motor and controller.

That explains why printers the country over use and recommend our apparatus.

A handsome book showing many applications of Sprague Motors will be sent upon a request written on your business letter-head. Ask for Bulletin No. 2374.



SPRAGUE HOISTS

FOR

Handling Paper Rolls
Rapid—Reliable—Efficient

LOW FIRST COST

Pamphlet No. 9014 sent free on request

SPRAGUE ELECTRIC VENTILATING EQUIPMENTS

Long, Reliable, Efficient Service

Equipments to meet special conditions furnished on short notice.



Sprague Electric Motor Connected to Disc Fan

Write for descriptive Pamphlet No. 2354

DIRECT AND ALTERNATING CURRENT MOTORS

TWO AND THREE WIRE GENERATORS

SPRAGUE ELECTRIC WORKS

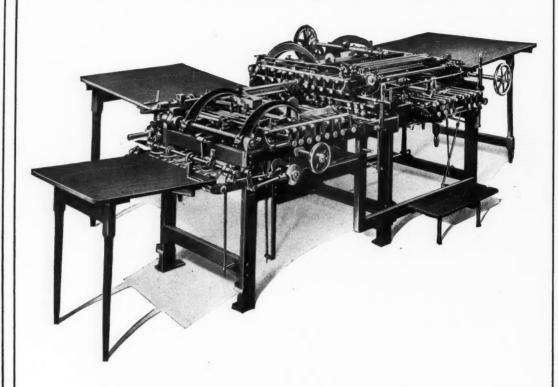
OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street

Branch Offices in Principal Cities

New York, N. Y.

New Periodical Folder



Has a range of 8, 12, 16, 20, 24 and 28 pages. Pastes and trims 8, 12 and 16 pages. Pastes 8, 12, 16, 20, 24 and 28 pages.

MADE BY

Brown Folding Machine Co.

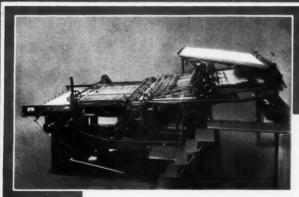
Erie, Pa.

Chicago
345 Rand-McNally Building

New York City 38 Park Row

Atlanta, Ga. J. H. Schroeter & Bro. Dallas, Texas 1102 Commerce Street

ONE CROSS FEEDER!



Harrey F Wack, President

Telephone Number 65

Eschenbach Printing Company

207-211 Church Street, Easton, Penna.

High-Class Printers

ok Work, Catalogues, Pro-grams and Ceneral Nob Work.

March 1, 1912.



200 Fifth Ave.,

New York City.

Gentlemen: -

We take great pleasure in informing you that our Cross Feeder has proved of such satisfaction to us that the second one was ordered in December. We kept no accurate record of the saving that the first one caused us on our work but as we purchased it and paid for it by monthly instalments, we feel sure that the Feeder in this way paid for itself. We have no hesitation in saying that where the work in hand warrants it, it is a mistake to be without the machine.

Yours very truly,

HFM /ROTH

Eschenbach Printing Co. Harvy Fresident.



Bodoni Bold

KINGS Expla

Brightest DESIGN

STRONG Handy Series

TIC

CIC SYS CA

DA

CA

CO

FOI

TW PR(

NUM

IMP PRI

ADV

HAI

GEN

Authorizing ECONOMIES

MODERN FONT Printers Selected

ITALIAN DESIGNS **Borders Recognized**

ECONOMIES PLEASED Character Advantageous

MODERNIZED TYPOGRAPHY **Studied Lucrative Compositions**

PROFITABLE BODONI INVESTMENT Simplest Arrangement Highly Attractive

OUTLINE GAINFUL METHOD Systematical Type Manipulation This Improvement Appreciated Scientific Composition Resulted Distinct \$1234567890 Figures

10 Point

19 A \$1 20 36 a \$1 30 \$2 50

SOUGHT REMUNERATION FIRST **Bodoni Type Means Larger Returns Desirable Classical Beauty Obtained Promising Economical Composition Inexpensive Methods Predominated**

21 A \$1 05 41 a \$1 20 \$2 25

EFFICIENT EQUIPMENTS PURCHASED **Characters Showing Beauty Plus Economy** Merit Displayed With These Bodoni Lines Satisfying Results Follow Minimum Effort The Plainest Schemes are Readily Realized **Satisfied Many Commercial Demands Thus**

6 Point

25 A \$0 90 49 a \$1 10 \$2 00

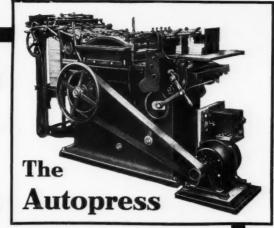
BODONI FAMILY MOST POPULAR WITH PRINTERS Interesting Pages Quickly Composed in These New Faces Dignity and Legibility Revealed in Every Bodoni Design Readable Characters that Insure Clarity in Display Lines Classical Bodoni Type Appeals to User of Good Printing Increased Business Certain to Attend Bodoni Purchases Attracting Many New Customers to Your Establishment Numerical Beauty \$1234567890 Figuratively Speaking

American Type Founders Company

UNLIMITED PRINTING RANGE

OF THE

AUTOPRESS



The range of printing of the AUTOPRESS is greater than any other job press. Its impression and distribution are equal to any cylinder press. Automatic in every operation. It gives output equal to the work of from three to five hand-fed platens. NOTE the classes of work being done by the AUTOPRESS automatically and at high speed in the following plants:

WIDE RANGE OF UTILITY

COUPONS Allison Coupon Co., Indianapolis, Ind.
TICKETS Ansell Ticket Co., Chicago, Ill.
SPECIAL LABELS Dennison Mfg. Co., South Farmingham
CIGAR BOX LABELS W. K. Gresh & Son, Norristown, Pa.
SYSTEM BLANKS Kalamazoo Loose Leaf Company, Kalamazoo, Mich.
CARD BOARD FORMS The Macey Co., Grand Rapids, Mich.
DAILY RECORDS Standard Statistics Bureau, New York
CARTONS Southern Label and Box Company, Birmingham, Ala.
COLOR LABELS Taylor-Atkins Paper Co., Burnside, Conn.
FORM LETTERS Howe Addressing Co., Philadelphia, Pa.
TWO COLOR TICKETS Weldon, William & Lick, Fort Smith, Ark.
PROCESS COLOR WORK A. L. Freeman Printing Co., Passaic, N. J.
NUMBERED AND PERFORATED MANIFOLD WORK . Kah-Patterson Co.
IMPRINTING Chattanooga Medicine Co., Chattanooga
PRINTING AND PERFORATING GUMMED STOCK Mirror Printing Co., Albion
ADVERTISING NOVELTIES Art Novelty Co., Strathroy, Ontario
HALFTONE BOOKLETS Linn & Sons, Columbus, Ohio
GENERAL COMMERCIAL WORK . in Hundreds of Plants in United States

THE AUTOPRESS

Automatically

Feeds

Prints

Counts

Delivers

Stacks

Jogs

at 5,000 per hour

The AUTOPRESS represents modern efficiency in job printing from the broadest standpoint. With the AUTOPRESS printers can do more work of a wider range than with any other job press. Being all automatic, quicker than a platen or cylinder to make ready, built for strength and dependability—the AUTOPRESS is in a class by itself. It requires no special plates or special apparatus of any kind. It qualifies the printer to deliver short and long runs of all grades of printing and produces more profit for every job produced. Write today for full information about this wonderful machine that is revolutionizing job work and increasing job work profits everywhere.

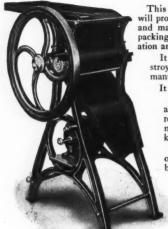
Sold on Easy Terms

THE AUPPRESS CMPANY

299 Broadway, New York

CHICAGO, 431 S. Dearborn St. ATLANTA, GA., Rhodes Bldg. LONDON, ENG., 85 Fleet St. SAN FRANCISCO, Phelan Bldg. BOSTON, 176 Federal St. TORONTO, CAN., Carlaw Ave. MEXICO CITY, MEX.

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in oper-ation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improve-ments for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses. Card-Cutting Machines, both hand-fed and automatic. Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street

Chicago, Ill.

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

HUBER'S PRINTING INKS

J.M. HUBER

528 S. Dearborn St.

JOHN MIEHLE, Jr., Mgr.

NEW YORK

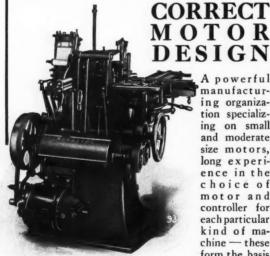
BOSTON

PHILADELPHIA

BALTIMORE

ST. LOUIS

Robbins & Myers Motors



manufacturing organization specializing on small and moderate size motors, long experience in the choice of motor and controller for each particular kind of machine - these form the basis for the splen-

did service we are able to offer the printing trade. Forget the cost of power and of the installation; consider the increase in your output only.

The Robbins & Myers Co.

Main Offices and Factory: SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES **HOOLE MACHINE &**

29-33 Prospect Street 111 Washington Street BROOKLYN, N. Y. =



"HOOLE" **Paging** and Numbering Machine

Manufacturers of

End Name, Numbering, Paging and **Bookbinders' Machinery and Finishing** Tools of all kinds.

Latest

Balance Feature Platen Dwell Clutch Drive Motor Attachment

(Unexcelled)

Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

Boston Printing Press & Machinery Co.

EAST BRIDGEWATER, MASS.



The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED - SIMPLICITY - DURABILITY

Read what one of the many users has to say.

Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen, —I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas. Would be pleased to have
you use this letter in any way you see fit.
Yours very truly, B. D. Geiser,
Foreman Mailing Dept,
Manufactured in inch and half inch sizes

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, Buffalo, New York

Sabin Robbins Paper Co. Middletown, Ohio

Specialists

Job Lots and Seconds

We carry a complete line of every grade of Coated Paper and Cardboards made in Seconds

Send Us Your Name for Our Mailing List

More and more printers and bindery operators are recognizing the absolute reliability and adaptability to all classes of work (difficult or otherwise) of this modern Folding Machine. You will be an enthusiastic user after installing a CLEVELAND.

THE CLEVELAN FOLDING [WRITE FOR CATALOG AND SAMPLE FOLDS MACHINE

SPEED—Greater than that of any other folding machine, due to its simplicity of construction. No tapes, knives, cams or changeable gears used in folding.

PERFECT REGISTER obtained by its accurate construction and ease of

adjustment.

RANGE OF WORK — from 19x36 to 3x4 in. delivers 4s, 6s, 8s, 10s, 12s, 14s and 16s, single or in gangs. Also regular 4s, 8s and 16s book folds, from sheets 19 x 25 down to where final fold is not less than 2½ x 3 inch. Makes accordion and many folds only possible to make on a CLEVELAND.

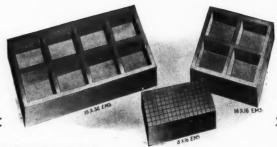
GUARANTEE — Backed by a guarantee of absolute satisfaction.

Write to-day for full particulars

THE CLEVELAND FOLDING MACHINE COMPANY CLEVELAND, OHIO



Our Guarantee Protects You



THE EXPANSION PLATE-MOUNTING

SYSTEM will prove a big paying investment right from the first day you put it to the test—we guarantee it.

THE EXPANSION PLATE-MOUNTING SYSTEM will save time and reduce cost of make-up, make-ready and registering of plates, and improve the quality of your work—we guarantee it.

Send us a full sheet of that 16 or 32 page form now on the press, giving particulars as to time required for make-up, make-ready, registering, etc. We'll tell you what per cent of that time you can save by installing the EXPANSION SYSTEM, and we'll guarantee it.



The Challenge Machinery Company

Salesroom and Warehouse 124 So. Fifth Ave., Chicago Grand Haven, Mich.

THE CHANDLER & PRICE POWER CUTTER

is modern in design and meets modern requirements better than any other machine of its kind. Its construction is "Chandler & Price Style," which means that the very best material and workmanship and the C. & P. reputation are back of it.

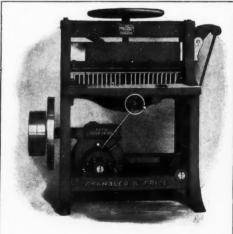
This Cutter, while especially recommended for medium sized plants, will make a place for itself in any sized shop. Twenty cuts per minute is the speed, and every operation is accurate. Enthusiastic users agree that this is—

A Dependable Cutter that is Simple, Strong, Efficient and Moderate Priced

Sizes and Range of Work on C. & P. Cutters

30 inches, cuts and squares paper up to 30 inches 32 " " " " " " " " 32 " 34 " " 34 "

A few of the points of excellence on C. & P. Power Cutters are: Extra heavy frames and braces to withstand greatest strains; a deep throat and ample table; large hand-wheel, making clamping easy; safety device which prevents knife repeating; easily adjusted knife of fine steel; the worm and gear drive; either belt or motor may be used for power. All parts are commercially interchangeable.



Sold by Dealers

Write for full information

THE CHANDLER & PRICE CO., Manufacturers, Cleveland, Ohio

76 Of These Machines Used in New York City Alone—This Size and Style

Here's what one man said about another make: "By the time I had spent \$120 for Punches, my machine, which cost \$100, was worn out," and it is the experience of many. Buy a Monitor - it will last a lifetime, and every additional Punch is an asset.

Monitor Bench Punches, Wire Stitchers, Perforators, Embossers, Standing Presses, Paging and Numbering Machines, Creasers and Scorers, Job Backers, Table Shears, etc.

We furnish complete bindery outfits-Write us for Estimates



nitor Power Multiplex Punch

ATHAM MACHINERY COMPANY

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WHAT POINTS DO YOU CONSIDER WHEN BUYING A PRESS?

Do you stagger first at the price? Or do you allow beautiful catalogues and flowery salesmanship to persuade you against actual facts?

The press that makes good is the press that stands the test, speaks for itself, and meets competitive arguments fair and square.

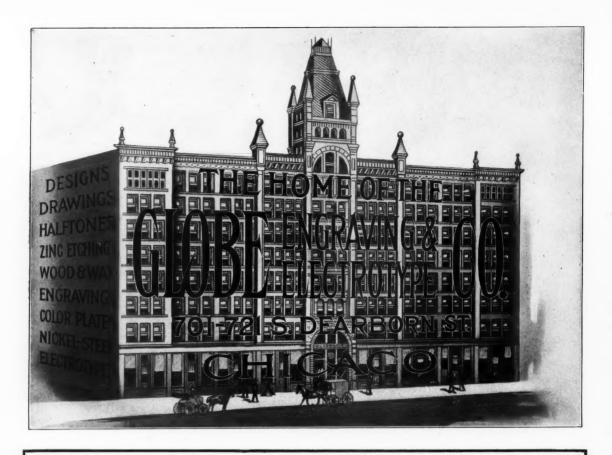
The Swink High-Grade Two-Revolution Press

is the most compact, "get-atable" press on to-day's market, occupying the least amount of space, absolutely noiseless, does not shake the building, and protects pressmen against nervous prostration.



High speed, perfect register, book-form or four-color work, equipped with the best inking system. Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO



The Juengst Gatherer-Stitcher-Coverer

The Only Three Machine Combination

in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

This Little Press Earns \$9,000.00 a Year in One Plant ___ Is Your Entire Plant Earning

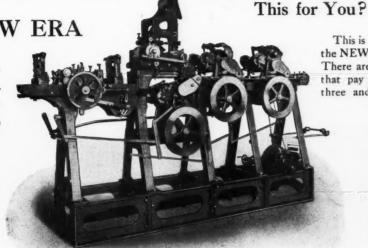
The NEW ERA

IS NOT a rotary.

IS NOT expensive to operate.

IS NOT hard to make ready.

IS NOT a costly machine.



This is not unusual for the NEW ERA PRESS. There are several in use that pay for themselves three and four times a year.

> Write us stating what your present equipment is and we will show you how this income can be reached by you.

Manufactured by The Regina Co., Henry Drouet, Sales Agent
217 Marbridge Bldg., 34th Street and Broadway, N. Y. City

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

¶ Real economy consists not so much what you pay for your lnks per pound, but rather in the quality and number of impressions per day and the everlasting satisfaction of knowing there will be no "Come back" when the job is delivered.

There is no time wasted in make-ready or running a job where D. H. R. Inks are used, and whether on quick changes or long runs the results are uniformly the same.

¶ Why not join the PROGRESSIVES who are making good with D. H. R. Inks?

Denny, Hilborn & Rosenbach

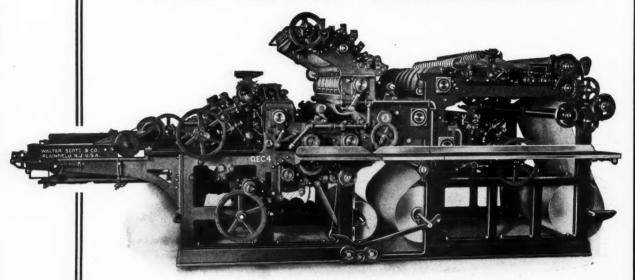
PHILADELPHIA, PA.

GEO. RUSSELL REED CO., SAN FRANCISCO, CAL., Agents for the Pacific Coast.

The SCOTT All-Size Rotary

Is a Wonderful Machine and Worthy of

Your Careful Consideration



ONE PRINTING CONCERN installed one of these machines and did not think there was work enough to keep it going. NOW they run it 24 hours a day and their only regret is that the day is not longer, as their profits would be greater.

IT IS SURELY A MONEY-MAKER and in every large city there is work to be had to keep it going all the time.

ANY LONG RUN IS YOURS with this press, for you can do more work with one Scott All-Size Rotary than with six flat-bed presses, and it only takes up the same floor space of one flat-bed machine.

WRITE US TO SEND YOU descriptive catalogue and other information about the machine, and if desired will send our representative to see you.

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U.S.A.

NEW YORK, 1 Madison Ave.

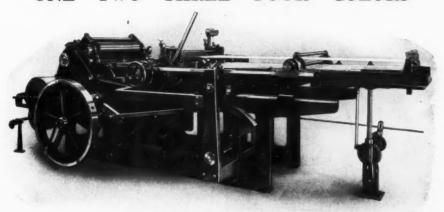
CHICAGO, Monadnock Block

Kindly note that our New York Office is now at No. 1 Madison Avenue.

"The Easiest Way"-The Best Way

If you can not compete, it is because you do not print your Salt, Sugar and Flour Bags from the roll, on a high-speed press, with parallel tape delivery

ONE - TWO - THREE - FOUR - COLORS



Main Office & Works Dover, N. H.

KIDDER PRESS COMPANY

New York Office

261 Broadway

GIBBS-BROWER CO., Agents Great Britain: John Haddon & Co., London South America: Wassermann & Co., Buenos Aires Canada: The J. L. Morrison Co., Toronto Norway and Sweden, Aktiebolaget Axel Christiernsson, Stockholm

See Article Regarding this Press on Another Page of this Issue

LINOTYPE FURNACES

With Pressed Steel Pots



Pressed Steel Pot Capacity, 1,000 lbs.







city, 150 lbs. le for Gas Gasoline

BEST ON EARTH

LOWEST PRICE

Bargains in Linotype Machines and Motors

Linotype Machines and Supplies Bought for Cash.

Circular On Application.

F. C. DAMM, 834 Wabash Avenue, CHICAGO



Dual L Ruling Machine

HICKOK

Paper-Ruling Machines and Ruling Pens

Bookbinders' Machinery

THE W. O. HICKOK MANUFACTURING CO., Harrisburg, Pa., U.S.A.

Established 1844

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

What Is Power Costing You?

Am I paying more than necessary for power? Can I cut my operating ex-penses? What form of drive is best suited to my requirements?



These are vital questions to any printer. Do you know the answers? If not, write for our copyrighted book "The Printer's Guide." It is free, and contains a fund

of valuable information.

We have furnished motors for printing-press duty since 1889-23 years - and some of the original motors are still in service.

The Triumph Electric Co. Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES

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Electrotypes Nickeltypes

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Ideal Guaranteed Non-Curling Gummed Papers

Absolutely the best on the market. Made in a great variety of weights and colors. If you print labels or any other work requiring gummed papers, use the "Ideal" brand. By so doing, all the usual troubles experienced in using the ordinary gummed papers are eliminated.

-Sample-book on request.

IDEAL COATED PAPER COMPANY, Brookfield, Mass.

New York: 150 Nassau Street

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Round Hole Cutting Machine

For Printers and Book Manufacturers

THE New Berry Round-Hole Cutting Machine is mounted on a pedestal, shows advanced ideas in style of construction and is a record-breaker in speed and fine work. This fact makes it superior to any machine in the same line now on the market. It can be operated by a 1/2 horse-power motor and is regulated by a combination of pedals at base of pedestals for either foot power or use of Automatic Table Lift Attachment. Will cut round holes any size from 1/8 inch up, without clogging or bending the Cutters. Has two operating heads, but can be equipped with three or four of such; is readily adjusted, as operating parts can be shifted quickly right or left to suit any job. Cutters and bits are interchangeable. A grinding apparatus is attached to every machine. Will punch from one to five hundred sheets of paper, or stock to the thickness of 11/4 inches. in one operation, and this in three seconds of time. Extra tools can be furnished to increase cutting capacity to 2½ inches.

We are also manufacturers of Berry's Machine for Loose-Leaf Work and Devices. These machines represent the crystallized ideas of a master mind in the field of practical mechanics, and merit wins.

Patents, August 8, 1911 - January 9, 1912 This cut gives you an idea of its appearance and construction.

For circulars and prices, address

THE BERRY MACHINE CO..

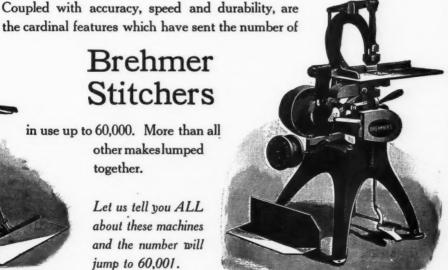
309 N. THIRD STREET

PRACTICAL SIMPLICITY

Brehmer Stitchers

in use up to 60,000. More than all other makes lumped together.

> Let us tell you ALL about these machines and the number will jump to 60,001.



No. 58. For heavier work up to ¾-inch. Can be fitted with special gauge for Calendar Work.

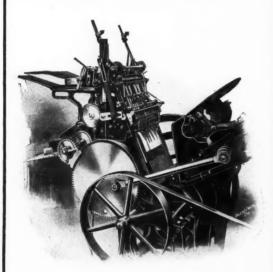
No. 33. For Booklet and other General Printers' Stitching.

CHARLES BECK COMPANY, PHILADELPHIA

609 CHESTNUT STREET

Are You One of Those Printers Who Must Be Shorom?

WE do not ask the printer to assume any risk or chances, but to those who mean business we are ready to show our hand, and our free trial plan will afford the printer a test and an actual proof of just what our feeder can do. We make no claims that we can not substantiate.



C. & P. 10 x 15 Press equipped with Kirkman Automatic Feeder

The Birkman Automatic Gordon Feeder is a success, a mechanical perfection, is simple, substantial and fool-proof.

Here Is Our Offer:

We will ship on trial to any reliable printer a Birkman Automatic Job Feeder. There are no strings to this offer. Can be applied to any 10 x 15 C. & P. Press.

Write at once for full particulars

AUTOMATIC PRESS FEEDER COMPANY

509 South Dearborn Street, CHICAGO, ILL., U.S.A.

Rebuilt Printing Machinery

4 No. 1, two-letter Linotype Machines.

No. 11 Optimus Press, bed 45 x 63, 4-roller, front delivery.

No. 2 Miehle Press, bed 35 x 50.

No. 3 Miehle Press, bed 33 x 46.

29 x 42 Century Campbell Press.

39 x 53 Optimus Press, 4-roller, front delivery.

43 x 56 front delivery Book and Job Campbell Press.

35 x 52 two-revolution, rear delivery Cottrell Press.

32 x 46 two-revolution, rear delivery Potter Press.

40 x 54 two-revolution, rear delivery Potter Press.

26 x 36 Scott Drum Press, 4 tracks, 4 air chambers.

21 x 27 Potter Drum Press.

17 x 21 Hoe Drum Press. 38" hand-clamp Brown & Carver Cutter.

45" New Model Sheridan Automatic Cutter.

Chambers Job Folder, sheet 22 x 32.

No. 7 Eclipse Job Folder, sheet 36 x 48.

Every machine rebuilt and guaranteed.

Write for complete list and prices.

R. W. HARTNETT CO.

48 to 54 N. 6th Street

Take a Tip from the "Old Man"



Adjustable Speed

"It was a glad day. It knocked the power costs way down, increased production, and tickled 'yours truly.'"

Write for 1912 catalog of all sizes from ¼ to 10

H.-P. — and a special dictated letter telling why hundreds of printers did like the "old man."

MECHANICAL APPLIANCE CO.

Department B MILWAUKEE, WIS.



PRINTERS

can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

Non-Curling Gummed Paper

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country.

Write for Samples

Established in England 1811 WAVERLY PARK, N. J.

10333

is the name of the LIGHT-WEIGHT CATALOG PAPER that keen paperusers are specifying.

It is a very uniform, well-closed sheet with a good dead finish for 150-line half-tones. Remarkably white and opaque for its weight, 25 x 38 - 28 lb. Bulks only 3/4 inch to 1,000 pages.

Maximum Style Minimum Postage.

Write us for a printed sample showing it as actually used in a recent catalogue.

PARSONS TRADING CO.

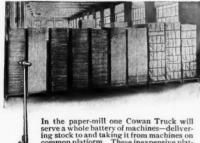
17 BATTERY PLACE

LONDON MEXICO

BOMBAY HAVANA

SYDNEY BUENOS AIRES WELLINGTON MELBOURNE

CAPE TOWN



In the paper-mill one Cowan Truck will serve a whole battery of machines—delivering stock to and taking it from machines on common platform.

These inexpensive platform do the work of expensive platform trucks.



Keep each pile of stock on a separate platform. Slip the Cowan Truck under the platform instead of repiling onto a platform truck.



Simply depressing the handle automatically elevates platform and locks it in position. Noth-ing to adjust.



A pile of nested plat-forms occupying space of one ordinary plat-form truck.

Get the Facts About the New COWAN SYSTEM of Handling Paper Stock

In this new system inexpensive wooden platforms do the work of expensive plat-

Save half the labor cost, and all of the wasting and soiling of stock in handling by ordinary methods.

Keep your stock up off the floor, meeting insurance requirements, without the expense

of building and maintaining expensive floor platforms, benches, tables, etc.

Leading houses in paper, publishing and printing trades are rapidly adopting this new The Cowan Truck is equally efficient in any establishment where platform trucks are necessary.

Ask for information.

The Cowan Truck Company Main Office and Factory: 14 Water Street, Holyoke, Mass.

New York Office and Salesroom: Fourth Ave. Bldg., 381 Fourth Ave.

Chicago Office and Salesroom: 1320 Republic Bldg.

Main Office and Factory:

Atlanta Office and Salesroom: 20 Auburn Ave.



Why Waste Money on Poor Electrotypes?

There is no good argument in defense of using "thin-shell" or cheap electrotypes when the *very best* can be had at the same price. There is but one method of satisfying the users of electrotypes, and that is dependable electrotypes and prompt service.

Do You Know About Our Famous Nickeltype Plates?

Users who appreciate high-class work praise the efficiency of our nickeltypes and we know there are none better at any price. If you have a high-class job in mind, let us submit samples of work both by plate and printed results. This will tell the story. Nickeltypes are the one certain process of perfect and satisfactory reproduction.

Our Entire Plant is Fully Equipped

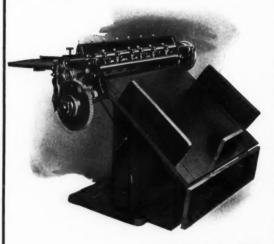
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Buyers of electrotypes should increase the appearance of their product through the use of better electrotypes, and this may be accomplished with the American Electrotype service.

Phone Franklin 2264. Automatic 53753. We will call for your business.

AMERICAN ELECTROTYPE COMPANY

24-30 South Clinton Street, Chicago



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from 5% of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.

There are no rubber bands or tapes used in the construction. All feed rolls are of metal.

The bearings are oilless, and will never require lubrication.

The feed-gauge is adjustable to either right or left hand feed. The burr-flattener is of a new design.

The gearing is all protected. The finish is the very best.

lubrication.

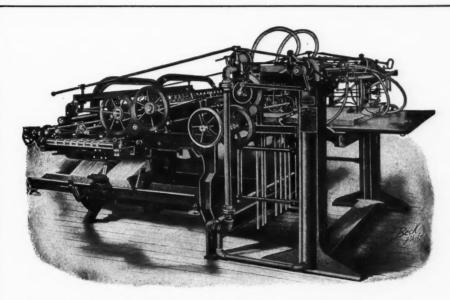
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A. G. BURTON'S SON

118 to 124 South Clinton St., CHICAGO, ILL., U.S.A.

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E.C. FULLER CO., 28 Reade St., NEW YORK
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AMERICAN TYPE FOUNDERS CO. All Branches

THE CHAMBERS Paper Folding Machines



Double-Sixteen Folder With Automatic Feeder

All desirable modern appliances.

Accurate, reliable work guaranteed.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 524 West Jackson Boulevard

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ARE THE HIGH-GRADE STANDARD FOR ALL PRINTING MACHINERY

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO

Jenney Electric Manufacturing Co.

GENERAL OFFICES
156 No. Dearborn St., Chicago

FACTORY Anderson, Ind

VACUUM CLEANING MACH'Y-AIR COMPRESSORS

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SPECIAL ATTENTION TO COUNTRY ORDERS

The Printer Who Specifies the Use of Velvo-Enamel

for any high-grade illustrated printing will set at rest any chance, and, better still, he will insure absolute satisfaction in so far as the paper end of the proposition is concerned.

The firm, uniform surface and excellent printing qualities of VELVO-ENAMEL insure unexcelled results.

Why Take Chances?



A Quality That Leaves Nothing to Be Desired

is a quality fully dependable, and the price is right. You should send for a liberal quantity of samples with which to make the test of either plain or color work.

We carry the largest stock of Enamel Book, S. & S. C., and Machine Finish Book Paper in Chicago, ready for quick delivery, in case lots or more, in standard sizes and weights.

West Virginia Pulp & Paper Company (Inc.)

General Offices: 200 Fifth Avenue, New York

Western Sales Office:

Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills, Mechanicsville, N. Y.; Williamsburg, Pa.

Cable Address: "Pulpmont, New York." A. I. and A. B. C. Codes Used.

Tenter

of the Line of Pressure

is an imaginary line drawn from the center of the cylinder shaft down through the center of the parts which hold the cylinder in position and coincides with the line of the impression.

A mechanical arrangement the center of which is easily determined and well defined will hold a cylinder in place without undue strain on the parts, and thus guarantee the cylinder against changing position during the moment of impression.

It is almost impossible to accurately determine the center of an eccentric sleeve and when once so determined it is next to impossible to devise attachments for holding it in that position when pressure is exerted.

The Cottrell

is acknowledged to be supreme for register and length of service. No other two-revolution machine made in this or any other country can show a record for more than half the service length of the Cottrell. The most important magazines use these presses on color inserts and covers and have been doing so for many years.

Send for booklet telling just who these printers and publishers are.

Line of the Toggle

is an imaginary line drawn from the center of the stud at the top of the toggle down

through the center and bottom studs while the toggle is straight and the cylinder is on the impression.

The center line of a toggle is easily determined by even the unexperienced, and when once so determined, attachments are easily designed and provided which will hold it in place under the heaviest and most unequal pressures.

No matter what wear may. come on a toggle the parts are always held firmly to their working surfaces and the parts which operate the toggle are not called upon to carry any of the load. Don't overlook the importance of this feature because upon this depends largely the ability of the press to handle the largest runs from a single set of plates.

The Cottrell

uses the toggle system in raising and lowering the cylinder, and this device in addition to other mechanical features, which have been tried out on the hardest and most particular work, is what has gained the Cottrell the reputation for being the most satisfactory press for work which must come through with promptness and meet the required conditions.

Send for booklet telling what these other mechanical features are.

Keystone Type Foundry

General Selling Agents

Philadelphia

New York

Chicago San Francisco C. B. Cottrell & Sons Co.

Manufacturers

Works: Westerly, R. I.

25 Madison Square, North, New York

343 So. Dearborn Street, Chicago

KEYSTONE'S VENEZIA SERIES

6 Point Font \$2 00 23 A \$0 95 46 a \$1 05

BE PREPARED FOR FUTURE ORDERS Make a careful inspection of your whole plant

and replace what is missing with Keystone type and material. Every piece of material coming from this foundry is made by skilled labor and is known for its wearing qualities. \$1234567890 8 Point Font \$2 25 22 A \$1 10 43 a \$1 15

WHEN SUMMER COMES AGAIN Do not let it catch you napping; be up and doing. It's the printer who hustles that gets the business now-a-days. Always use Keystone material. \$67890

10 Point Font \$2 50 18 A \$1 25 35 a \$1 25

MUCH TO BE ADMIRED The Venezia Series is a type skillfully designed to meet all requirements of printing. \$12

12 Point Font \$2 75

16 A \$1 35 32 a \$1 40

SEVERE COLD WINTER MONTHS Have caused much sorrow and unhappiness among the poor and needy. \$1234567890

REACHED EXTREME SOUTH Explorer discovers the South Pole and plants flag on new land. \$123

18 Point Font \$3 25

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OUR SINCERE FRIENDS Seem Few and Far Between

14 Point Font \$3 00

12 A \$1 45 25 a \$1 55

SCHOOL CHUMS Preparing for Finish

GIRLS DANCE The Grizzly Bear

DOG SHOW Prize Winners

SPRING Clover P

HON

VENEZIA SERIES AUXILIARIES

Qu

Not included in fonts, but are put up separately, each size by itself, at the following prices: 6 to 14 point inclusive, 50 cents each; 18 to 30 point inclusive, 60 cents each; 36 point, 75 cents; 48 to 72 point inclusive, \$1.00 each.

Fonts of 6, 8, 60 and 72 point contain no Ornaments

HCKEN try Fari

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Philadelphia New York Chicago

KEYSTONE TYPE FOUNDRY





Buckeue Covers

The Standard CHANGE Cover Papers



For Economically Effective **Business Literature**

ITNESS is QUALITY

Carrara marble is not the most expensive stone, but it is best for most fine statuary. BUCKEYE COVERS are not the most expensive covers, but they are best for most fine Catalogues and Booklets. The "quality of fitness" makes them the right covers for the great majority of jobs.

THE BUCKEYE TRAVELING DEMONSTRATION



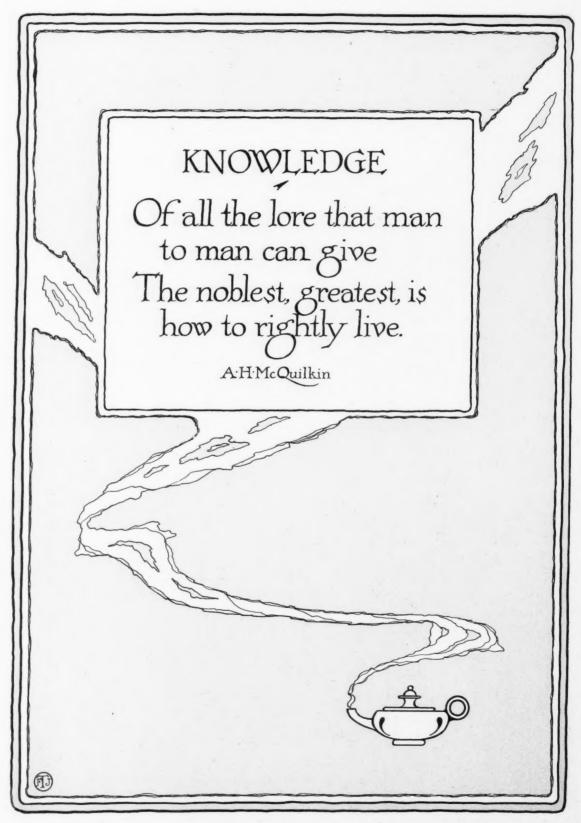
shows how many prominent printers have used BUCKEYE COVERS and how you can use them, as a means of improving your output and increasing your income. Most of the cover reproductions in the "demonstration" represent catalogues for which BUCKEYE COVERS were chosen in competition with costlier covers without reference to the price. You'll see why if you write to-day for the Traveling Demonstration." It will go forward by prepaid express the day your letter is received.



BUCKEYE COVERS are now made in 16 colors, 4 finishes (including ripple finish) and 4 weights (including double-thick) —the greatest variety of quality cover papers ever offered in any single line. Orders promptly filled from stock by representative dealers in principal cities of United States, Canada and England. Complete list of dealers in last month's "Inland Printer." Address requests for "demonstration" to Dept. B.

The Beckett Paper Company

MAKERS OF GOOD PAPER in HAMILTON, OHIO, since 1848



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.





The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Trades

TERMS: United States and Canada, \$3.00 a year, in advance. Foreign, \$3.85 a year,

Vol. XLIX

JUNE, 1912

No. 3

Sumner's Salesmanship

No. II - By Albert Ward Dippy

YUMNER paused with his hand on the door as if struck by an after-thought.

"By the way, a return mailing-card sent out in those catalogues would probably increase the replies from prospective customers. Anything that makes a reply easy increases prospects. It may interest you to look this over."

The neatly made layout and well written copy appealed to the man whose greatest aim was "increased sales."

"How much per thousand, inserted?"

"Four-fifty."

"All right. Now, I must bid you good day, Mr. Sumner. I'll be

glad to consult you on future orders.'

After the door closed, Benson studied hard for a moment. He was a keen judge of men, and, though a hard driver and close buyer, believed in giving ability its due. Drawing the 'phone toward him he asked "Central" for Swift & Freer.

"This is Benson — Textile Specialty Company — I just want to tell you that that new salesman of yours is a wonder. If you ever send Wallace around here again you'll lose my work. Good-bye. Eh? Oh, he'll tell you all about it. Good-bye."

Swift & Freer recognized the force of Benson's words. They had nothing to lose on letting out Wallace, as his late work had been unprofitable, and Wallace that night was requested to seek new pastures.

But what had Benson meant about Sumner? Why couldn't he be more explicit?

The light in Sumner's eyes spoke victory as he laid down the envelope containing the Textile copy, and said quietly:

"Mr. Benson has increased his order to 10,000."

"But," expostulated Swift, "if we lose \$125 on five thousand, we'll lose \$250 on ten. If this is a joke, it is, to say the least, in poor taste."

"The price per thousand is fifty dollars higher; sixteen pages of composition, presswork and plates have been cut out, reducing cost of production. In addition he wants ten thousand mailing cards at \$4.50 per thousand. You can charge up the profit as my first two months' salary.

Then the partners knew that a real salesman had been at work. And this was but the beginning. After a couple of weeks Sumner suggested a new method of handling all new work — and plenty of it was

coming in now at good prices as a result of his endeavors.

"Our typography is out of date. I can't take the time any more to make my own layouts, neither can I stay around the composing-room and instruct the foreman and compositors what to do without layouts, neither can I leave my better grade of work up to compositors who don't understand the peculiarities of each job as I do. The alterations, to get what I want, would eat up all the profits."

The partners were perplexed. Here was a conundrum, but Freer had become used to Sumner's solving of problems and held his peace.

Swift, seeing everything from a conservative standpoint, spoke his mind. "We can't hire a layout man from outside — he wouldn't know our material and equipment, and we haven't any one here; so where do we get off?"

"I'm not so sure we couldn't teach an outsider. It's been done time and again. But we don't have to. I've had my eye on Burke's proofs lately. He has ideas and knows the equipment. In fact, he has handled most of my best work. With your consent I'll put him in my office and teach him layout-making. Then he can interpret my ideas in his layouts."

Swift objected. "You'll be taking the best man we have on the case — and who'll be left to do the work he has been doing?" he asked.

"Any compositor, from an apprentice up, can set the best job ever composed from a well made layout. Instead of losing one good man, his ideas and mine through his layouts will make every compositor in the office a first-class jobber — that is, any one who knows how to justify properly."

So Burke took over the layout work, and proved an apt scholar. In a short time there was a radical decrease in time spent on composition, and a much better class of work coming out of the composing-room.

Sumner thus threw off the last of the mechanical shackles that held him to his desk, and began putting many new ideas into his salesmanship, some of which were so radical that he had to "sell" his employers first.

One day he came in with a large Poultry Catalogue the firm had tried in vain to "land" for several years.

"I'm going to reconstruct this along new lines, rewriting some of it and getting new-style cuts. It will cost one hundred dollars for the art work, engravings and press proofs for the dummy."

"Have you a request for an estimate?" asked Freer, doubtfully, while

the expression on Swift's face was anything but reassuring.

"No. I don't want to approach the firm until I have something tangible to show them, as my canvass will depend on the dummy."

The partners consulted. After a protracted argument the senior partner said: "We agree - provided you stand half the loss if you don't get the job."

This was Swift's compromise, believing Sumner would back out when facing personal loss. But he did not fully "get" Sumner yet.

"All right," was the terse reply.

The dummy evolved was a masterpiece. The art work blended so well with the advertising features that the whole scheme evolved into an almost perfect example of selling literature. As an "added attraction" Sumner had somehow secured photographs of three of the best strains of fowls, and had them worked up into cuts that contained so much of the "life element" that they seemed to stand out from the pages on which they were printed.

The whole idea was a radical advance over the last catalogue, a sample of which Sumner had used as a base to work from. It would cost nearly double the old job, and the partners were sure Sumner had this time overstepped the mark, and also sure the firm was out fifty dollars. The partners didn't believe in spending good money to evolve ideas that had not even been asked for.

But again they underestimated the salesman with modern ideas. A week later Sumner walked into the office and laid down a huge envelope of copy, photographs and cuts.

"Ten thousand sixty-four-page catalogues for Kellercraft Poultry

Sales Company," he said, briefly.

"At what figure?" asked the partners together.

"Twenty per cent higher than Bates & Co. We stand to make thirty per cent. They liked my dummy," he said, softly, a twinkle in his eyes.

The firm of systematizers employed, at Sumner's suggestion, to appraise the plant at its actual value and base a cost system on cold facts, had long since revised the hour costs, but few customers were lost, as Sumner made himself of such value in suggesting new ideas that they were willing to pay the increase to secure his supervision and suggestions.

The layout man more than earned his salary. Time and again Sumner brought in mediocre work handled by competitors at low figures which Burke laid out tastefully, and Sumner had little more to do in most cases than lay the old job and layout side by side before the prospective customer to secure the order at a good figure.

At first the daily repetition of a large number of trade journals, covering many fields, coming through the mail addressed to Sumner, was a mystery to the partners, and there was some discussion between them when the subscription bills came in. What Sumner wanted with them was beyond their comprehension.

In reply to a question as to their value to the firm, Sumner smiled.

"Can't see what trade papers are good for, eh? Well, come in here," leading the way to his private office where a clerk was busy compiling a card-reference file of advertisers. "For example, here's the *Iron Age* for June—let's see—page ten turned down, paragraph underlined. 'Page & Company, manufacturers of steel radiators, are compiling data for their next fall's catalogue.' Does that bring any recollections?"

"Is that where you got next to that big catalogue?" asked Swift, weakly.

"Correct — also Burnham's Rug Catalogue, Watres' Steel Cabinet Folder, Cutler's Seed Catalogue, each from the paper covering the field, and many others. See this file? It shows, as far as I can learn, just when each of these firms is to be in the market for its annual catalogue. Of course," maliciously, "if you desire, I'll discontinue this file and drop the trade-papers."

But the partners beat an undignified retreat.

The two years rolled around all too quickly. Up-to-the-minute methods of salesmanship had greatly increased Swift & Freer's business and a number of their old customers had returned, and many new ones were on the books, when one day Sumner asked the partners to step into his private office.

"Gentlemen, two years ago I came here, unknown. The firm was in a bad way. You paid me, under protest, fifty dollars a week. You have since increased that to seventy-five. Yesterday Bates & Co. offered me one hundred dollars a week and a five-per-cent interest in their business."

For a moment the cold chills ran up and down the spine of each partner and their tongues seemed glued. After an embarrassing silence Swift — the conservative Swift — gulped twice, looked at his partner, who nodded, and spoke.

"Mr. Sumner, we have been considering for some time your advent into the firm. We were going to wait till the first of the year. I see

no reason why we can not push forward this matter a few months - eh, Freer?"

'By all means — you forgot to mention the salary — \$150 a week and a third interest in the business. Real salesmen are hard to find."

The inscrutable Sumner smiled.

"Thank you, gentlemen." (Concluded.)

The "Weekly Pi"-A One-Column Folio

"Of all the fool things a high-school kid can do-!"

HE Weekly Pi was founded A. D. 1894. Price, 2 cents a copy; advertising rates, 5 cents a page. It foundered six weeks later - but not until it had brought to Simpson and me, "proprietors and publishers," all of the joys and many of the sorrows of maturer

journalism. And now, after eighteen years, the acknowledgment must be made that never since have we had complete control of a more

"pretentious" publication.

We had both worked on the Emporia (Kan.) Gazette - Simpson was a carrier and I was sweeping out and washing rollers - so naturally the heading and "dress" of the Pi imitated the Gazette as closely as possible. It was about this time that William Allen White bought the Gazette from W. Y. Morgan. Mr. Morgan was afterward State Printer of Kansas, and Mr. White has become a national figure.

The Pi was probably so named because of its origin. Through the usual juvenile channels of "trade" we had come into possession of a

THE WEEKLY PI.

Vol.1. Emporia, Ks., Nov.12,'94. No.1 TO OUR READERS.

This is the first issue of the PI and is for free distribution

Messrs Arthur Simpson and Arthur Gledhill wish it to be known among their friends that the PI will be henceforth a regular non-partizan weekly sheet and we hope to have the liberal patronage of all our friends.

The PI will contain all important news in and about the city and High School that will interest our readers. Now is the time to subscribe.

Little but "Oh My"

GO TO ARTHUR GLEDHILL FOR CHEAP AND SATIS-FACTORY JOB PRINTING.

Reproduction, actual size, of the first page.

new font of six-line Gothic wood type, far too big for our toy outfit. The foreman and general dictator of the Gazette office in those days was Jack McGinley, a burly Irishman with black, curly hair, the kindliest eyes, and a heart as big as his hulky frame, and withal a knowledge of the printing trade, past and present, which made him the final authority of the town. One day Jack dumped half a dozen or more cases of antiquated type into the hell-box. This gave Simpson and me an idea. The proposal was made to McGinley that we trade him our useful font of wood type for the contents of that hell-box. The deal was made, and

THE WEEKLY PI - Simpson & Sledhill- Prop'rs.

In January there will be a contest in declamation, essay and oration at the High School.

The prize is \$40 to be divided among the three successful contessants. Before that time there will be two preliminary contests the first of which takes place after the Thanksgiving Holidays.

There will be 36 contestants in the first and the best 9 in the final.

THIS IS THE PI
THAT CAN'T BE BEAT,
THIS IS THE PI
THAT CAN'T BE EAT,
THIS IS THE PI
THAT ISN'T A CAKE,
THIS IS THE PI
THAT ALL SHOULD TAKE

The editorial page.

old drum cylinder, and partly because we couldn't print it dry. It was too heavy a form for a press not equipped with impression screws, grippers, throw-off, or any of the modern accessories.

By using a paragraph or so in caps. our font of eight-point Old Style Antique was barely large enough to set up one page, leaded, so we printed one page, threw it in and set up another—using extension feed-guides, of course. Strips of cardboard served in lieu of leads. The type seemed to hold together in the

we carried the hell-box home and set to work to repair the havoc. This incident might well illustrate the value of forethought as compared to hindsight. However, that hell-box finally gave us the nucleus for quite an imposing job-shop. Our cases were partitioned with cardboard, similar to the cells used in an egg-case. Our press was a handinking, lever type Baltimorean, with a chase about $2\frac{1}{4} \times 3\frac{1}{2}$ inches in size. We "soaked" our paper over night before printing—partly because they did it so on the *Gazette* for the

Graves, Lambert & Dickson, ATTORNEYS AT LAW

TOM JONES
MERCHANT TAILOR
409 -:-:- Commercial St. -:-:- 409

A number of Mrs. Chase's pupils and their parents were very pleasantly entertained at the Conservatory last Saturday from 2:30 to 5:00. After a short musical program by her younger pupils the older people departed leaving the children to enjoy the afternoon with numerous games after which the happy company separated all feeling that they had enjoyed a very pleasant afternoon at the hands of Mrs. Chase.

SUBSCRIBE FOR THE 'PI'

A page of local news.

form better that way—and besides, another reason, we had only nine leads.

Our advertising patronage was encouraging. Simpson's father was county attorney—of course he advertised. At our house there were rooms to rent—they were advertised. An ambitious colored boy in

school knew how to bind books and pamphlets — that gave us another ad. He was a nice boy, as I remember him, but he still owes us for the half page. We advertised our job-printing business. In fact, there was such a demand for our space that one week we were obliged to run a six-page paper, all home print, a two-page insert with one page blank.

Admittedly our advertising patronage came to us not always because of direct results traceable to the intrinsic worth of our columns, but partly through our personal standing and "pull" with our advertising patrons. But we have since heard it said that this is true with some isolated newspapers even in this enlightened day.

Typographically the Pt was irreproachable—considering. Over was divided on the "o," presumably to show we knew it had two syllables, and professor was spelled with a "ff"—that our readers might be made aware that we were fully equipped with all the necessary logotypes. Colons, hyphens and periods were used for ornament and to fill out all wide-gaping blank spaces. Note the sample pages herewith.



DR F M. COOPER
RESIDENT SPECIALIST.

30 Years EXPERIENCE IN SUCCESSFUL frealment of

CHRONIC DISEASES.

Emporia -: Kansas.

Graves, Lambert & Dickson, ATTORNEYS AT LAW.

TOM JONES
MERCHANT TAILOR

409 -: -: - Commercial St. -: -: - 409

W. T. McCARTY
ATTORNEY AND —
-- COUNSELLOR at LAW.

A page of advertisements.

There was scarcely time in the life of the paper for its editorial policy to become firmly established, yet each issue contained a gem of original verse. The news columns covered the field with such wanton abandon that necessarily some few items of interest in the town were overlooked. We attempted too much with our limited facilities — we can see it now. And perhaps, after all, the proper way to approach the printing and publishing business is not to begin as "proprietors."

The Reward of Failure

Failure is, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterward carefully avoid.—Keats.

The Paper for the Job

No. II - By F. James

HE best printing demands that there be no incongruity between the type and the paper, and requires a careful planning of all details. Too much of our work lacks this supervision, the result being that frequently the one who has to do with the selecting of the stock knows nothing whatever about the type-face in which the job is to be set; and, on the other hand, the compositor who selects the type has not the least idea as to what paper is to be used. Under these conditions the job when finished is more than likely to show that lack of harmony which characterized a certain house styled by an architect as being "Queen Anne in the front and Mary Ann in the rear."

And much of our printing comes under this class. Not quite so obvious, perhaps, but far enough removed from the harmonious to be noticeable to the discriminating ones who are appreciative of the niceties in any field of design.

And so it is necessary for us to carefully choose our type-faces and stock so that they will, when combined, give the best results, and this can not be done by combining any old type-face with any old stock.

The modern Roman type-faces, with their very light elements, are at their best on the smooth papers. When printed on antique stock the effect of the letters is greatly changed, due to the fact that the light lines print heavier in proportion to the heavy elements than was intended in their design.

On the other hand, the old-style faces, such as the Caslon, are at their best on the antique papers—the comparative weights of their elements, together with their freedom of lines, being in thorough keeping with the stock. The use of Caslon on antique paper gives a richness of color which is not to be obtained by the use of the modern roman on smooth stock.

It goes without saying that the black-letter type-faces, such as Priory, Caslon Text, etc., are found at their best when used on the antique papers. One could hardly imagine the works of William Morris, with their rugged type-faces, printed on the highly coated papers which form the basis of much of our work.

This also applies to type-faces similar to the Antique Old Style, and practically all of what are known as job-faces look best on antique paper.

In some instances, the great variety of papers at the disposal of the printer works harm rather than good, in that it gives him greater opportunity to go astray from what is correct. The early printers, to whose work we are constantly referred for inspiration in things typographical,

did not have this question of choice of stock to contend with. They were limited to what the market contained and the market offered white antique papers, either wove or laid. Thus they were, of necessity, compelled to use a stock which harmonized thoroughly with the freedom from mechanical exactness which characterized their typography. Now, however, we have a great variety of paper qualities, and to select for each style of type a stock which is the most suitable is or should be the first consideration of the printer aspiring to achieve the best results.

And in the consideration of this question of the adaptability of type to paper, let us not forget the proof of the job and its effect upon the customers. Inasmuch as certain type-faces are at their best on certain kinds of paper, it behooves the printer, in sending out the first proof of the job, to use the same stock as that upon which he expects to print the work.

We will say that a four-page leaflet is to be printed in Caslon on white antique wove deckle-edged paper of good quality. Just a plain, simple job, with no decoration and one display heading — yet a piece of work, which, if treated carefully and given proper margins, can be made most effective. However good the treatment may be, though, the pleasing qualities of the finished job will be due chiefly to the stock. This being the case, the first impressions of the customer, gained from the initial proof, will lack the one feature most essential, if the stock is not of the right quality.

Although the printer may have a good conception of how the job will look when finished and printed upon the proper paper, it is hardly to be expected that the customer will be able to conjure up in his mind the completed job from seeing the paper and the type separately, and to give him a proof of a page of Caslon type on a piece of calendered or coated paper such as is indiscriminately used for proofs in many offices is to invite a criticism of the work. This criticism is easily avoided by the submitting of a proof of at least one of the pages upon the proper stock—the stock which brings out the type-face to the best advantage, furnishing the proper background and lending the necessary touch of quality to the leaflet.

A thing of beauty is a joy forever:
Its loveliness increases, it will never
Pass into nothingness; but still will keep
A bower quiet for us, and a sleep
Full of sweet dreams, and health, and quiet breathing.
— John Keats.

How Our Roman Type Came to Us

By Charles Upson Clark, in The North American Review

HE development of the print and script which we use is a fascinating story. Every one of us who signs his name traces characters whose origin goes back to the eastern Mediterranean and whose evolution is an abstract of the whole intellectual history of western Europe. Nothing else in our daily life shows so clearly our dependence on Greco-Roman civilization. We may boast of our modernity, we may scorn the classics, we may not know a word of any language but our own; but the moment we write "Pay John Smith five dollars" we do homage to that restless little people of the Ægean and to those proud conquerors of the Seven Hills. Even the despised Middle Ages have their share in this result. Our Roman print which faces you on this page is one of Charlemagne's great contributions to modern life. He was himself unable to write; his affectionate biographer, Einhard, tells us that he used to keep a stencil of his name under his pillow and on sleepless nights try manfully to learn how to form the letters. But he had a deep sense of educational responsibility. He commissioned scholars to collect the Frankish poems and himself composed a grammar of his native Low German tongue; and in the great schools he established at Tours and at Treves, an English monk, Alcuin, reformed along ancient and beautiful lines the degenerate Merovingian writing and fixed the Caroline hand. This developed gradually into the angular Gothic or black-letter which our German friends still cling to; but it was revived in a pure form by Italian humanists just before printing superseded copying. The influence of the Roman Church carried it to England as to Poland and Bohemia; and thus we twentieth-century Americans, with all our independence, use print which Alcuin himself could read at once.

The genesis of our alphabet offers a series of interesting problems. We used to be taught that the Iliad could not have been committed to writing for generations after Homer; but the remarkable discoveries of recent years, especially in Crete, show us that long before that day—perhaps by 1800 B. C.—writing was in common use on Greek soil. Possibly the art was lost during those ages which separate that brilliant Mycenæan civilization from the Athens and Sparta of written history. We are here concerned, however, with only one branch of that enterprising Greek race.

Just off the coast of Attica, opposite the battle-field of Marathon, lies Eubœa, an island a trifle smaller than Long Island. Its chief city, Chalcis, sent adventurous colonists over the seas in every direction. Some of these pioneers settled along the Italian coast in very early times at Cumæ, not far from Naples. They carried with them their special

form of the Greek alphabet; and the Italian natives adopted the writing of Chalcis just as naturally as they bought Chalcidian exports. In those days people wrote from right to left, as the Hebrews and Arabs do yet; but to some inventive genius it occurred to write lines alternately right to left and then left to right — boustrophedon, the Greeks called it, from the turning of an ox at the end of a furrow. Thence it was an easy step to the permanent left-right direction which we use.

Until a short time ago we knew of nothing in Latin written boustrophedon and only a few brief inscriptions from right to left. But in 1899 the quiet young Venetian architect, Commendatore Boni, who was in charge of the excavations in the Roman Forum, came upon a slab of black marble which clearly covered something of importance. Careful work disclosed a battered block of stone with lines of Latin running boustrophedon across it. Though much of the inscription is lost and much unintelligible, enough is left to show that we have here some ritual from three or four centuries before Augustus. The letters are still almost wholly Greek; our Roman type has only just cut loose from its parent.

After the days of Cicero and Cæsar our material is abundant. Then, as to-day, there were capitals and script. The capitals have come down to us almost without change. They meet us not only in inscriptions, but also in the books of that day — papyrus rolls. Not a single one of these rolls has survived entire and uninjured; but we have plenty of fragments and a very few papyrus MSS. After papyrus rolls were supplanted by parchment books, in the third and fourth centuries of our era, an occasional capital manuscript has outlasted the use and abuse of ages. Three venerable Virgils, at Rome and Florence, still bear witness to the skill of the Roman scribes of 1,400 or 1,500 years ago.

These professional scribes kept rounding their capitals, in the direction of script, till they had evolved a new hand, the uncial. This became the regular book-hand during the troubled days when Visigoth, Ostrogoth and Lombard descended upon Rome. Our earliest Latin Bibles, together with many legal and medical works, are uncial manuscripts. A beautiful hand, it nevertheless took too much time and too much parchment. So a small-letter hand was developed beside it, largely cursive, but with the letters separate. This is called the semiuncial. It was of great importance in the evolution of our Roman type. Not only that, but it was the fashionable hand in southern Italy when Pope Gregory sent Augustine to Kent to convert the "angel" Angles; and Augustine's monks perpetuated it on British soil. There it speedily became a well marked and handsome style of writing, variously known as the Insular, Anglo-Saxon, or Irish. King Alfred, Bede, Cædmon, all the other founders of our literature, wrote like this; the superb Bibles, treasures

of Dublin, Durham, Lichfield, the Bodleian, the British Museum, are a noble monument to the skill and pride of our Anglo-Saxon and Celtic forebears. The Irish use this hand even yet to express their Gaelic tongue; one can buy in New York the New Testament in Irish, printed in Irish type.

Meanwhile the great bulk of documents, whose writers could not afford the time and material necessary for such ornate writing, used script even for books. As the Roman Empire split up into separate Germanic kingdoms, each developed a special hand out of this script. These were like our modern script in having the letters connected more or less. A number of their characteristic features have survived — every time you and I write "&" we are using the ligature for the Latin "et" in the Merovingian hand—the national script of northern France. This French hand grew hard to read; and Charlemagne's great reform. under Alcuin, consisted in resurrecting the semiuncial with some modifications. Every letter stood alone, as in modern print, with few exceptions. For three centuries this reformed hand held the field, gradually displacing the Lombard or Beneventan script of Italy and the Visigothic hand of Spain. Then it grew stiff and angular, crystallizing in the Gothic black letter which we know best in calling-cards and newspaper name heads, but which was once as familiar in England as it still is in Germany, Denmark, and Norway.

Dante and Petrarch, Valla and Poggio usher in modern times. To-day's civilization is largely due to their rediscovery of the classics. They recovered also the older and better style of writing. Italian humanists had their manuscripts copied in this revival of Charlemagne's reformed hand. About 1450 Gutenberg invented movable types, and the printed book sprang into being. Since Gutenberg was a German, there was great danger that the new process would perpetuate only the pointed Gothic; but here again the Italian scholars prevailed.

Thus our printed word is the expression of a debt. Our debt is to Greece first of all, as ever; then to Cumæ of the Sybil and practical, business-like Rome; then part of our gratitude goes to Charles the Great, and another share to the Italians of the Renaissance. They have left us a beautiful heritage of which we may well be proud and glad.

WORDS

Words, when written, crystallize history; their very structure gives permanence to the unchangeable past.

-Bacon.

Shop Efficiency and Neatness

By R. O. Vandercook

POR the numerical majority of printers, so to speak, this article is written. The really prosperous shop, big or little, will find nothing new in it. I mean those that succeed without pull or undue favoritism and by the force of merit alone.

Judging from statistics compiled by men who ought to know, the really prosperous shops are very much in the minority. These statisticians say that only two thousand to three thousand of the thirty-five thousand printing-offices in this country have a credit rating to exceed \$5,000. This means that the great majority of printing-offices are small, or are in an unsatisfactory financial condition. This also means that of the eighteen thousand circulation of "The Inland Printer," a great majority of it must go to the small shop or the struggling large shop; for, after the two or three thousand shops rated at \$5,000 and over are supplied, both employers and employees, there must needs be a majority of the circulation to the shops of the other kind.

The really prosperous shop, whether large or small, shows itself to the trained eye at a glance. So infallible are these little signs, that a very satisfactory basis of credit can be determined by the appearance of the shop. Put it down as an absolute fact that all really prosperous shops, large or small, are neat and orderly; not because they are prosperous, but that they are prosperous because they are neat and orderly.

The larger the shop, and the greater the number of employees, the more stringent must become the rules for neatness and order. A little shop may exist and escape bankruptcy in a lack of order and system that would bankrupt a large shop; but without an innate aversion to slovenliness in all its forms on the part of the responsible head, it will never grow to be a really prosperous shop, big or little.

The experienced supplymen know this. They also know that it is well to cultivate the little fellow, for from him the big fellows are developed. It is rare, but it sometimes happens that a printer gets an exaggerated idea of the value of appearances only. This leads to extravagance. Real order and neatness is the least expensive thing to keep up in a printing-office and pays better than any other investment of time or money.

Good brooms and cleaning cloths are cheap, and it ought not to take several years' apprenticeship to learn how to use them properly.

You can't have too much daylight (clean windows will often let it in), or too little dust and dirt, or too few dark corners. If the boss is not executive enough to get others to sweep and clean up the shop

properly, the most noble thing for him to do, and at the same time the very best investment of his ability, is to do it himself. It is good medicine for the boss, especially of the smaller shop, occasionally to do the picking up and cleaning work himself. It gives the boys an idea of how important is that comparatively simple and easy work. It keeps the boss in closer touch with the basic elements of the plant.

Here is how a manager made several hundred dollars in one afternoon. His whole time was taken in a struggle to get enough work to keep his eight men busy and to meet his pay-roll and bills. The harder he worked on the outside, the worse off he seemed to be. One noon, however, thoroughly disgusted with the business, he sat in his office and thought. The proposition shaped itself like this: What was the use of hustling work into the shop if the more he got the worse he seemed to be? He would pay strict attention to the shop and see if the trouble could be located there. No; it would be no use to fire the old men at first. He would try a new system on them, and if the old employees did not fall in line with it, he would change the help later.

He went into the shop and looked around until time was called. He told the foreman to send the boy out for nine new, good brooms, and a pair of overalls for himself. When the foreman had a broom shoved into his hand, he protested: "You can't afford to pay my time for janitor work." "Well, I'm going to, and the time of every other printer here, and take my own time, too." With that the manager put on his new overalls and headed the broom brigade of eight printers.

At first the men seemed to think that the old man was playing a joke on them, or had lost his mental balance, but when they saw him make the dirt fly from dark corners they fell into the spirit of the thing and in half an hour the shop had such a sweeping and cleaning as it had not had in years. Out of dark corners came valuable material, cast aside in the hustle to keep the shop going. The amount of good, usable material that was brought to light and made as good as new in that one afternoon of energetic clean-up was alone worth several hundred dollars. Every machine was thoroughly cleaned, and worn and defective parts noted. A place was made for every tool and accessory in the composing-room and pressroom.

The next day machine repairs began. The boss knew machines pretty well, and the results he obtained by the expenditure of a few dollars seemed like a miracle to his men.

The next day after the clean-up, more good product was finished in the shop than ever before in like time in its history, and a great deal more than made up for the half day that was *not* lost in the cleaning up.

A few days later, while the two cylinder presses were busy rolling out work, the boss appeared in the pressroom and ordered the pressman to stop his presses. The feeders stopped. The pressman asked what was the matter. "See that gripper wrench alongside that stock on the feedboard? I would rather pay you for a second's time now in putting it where it belongs than for ten minutes' time hunting for it the next time you want it, or for smashed type and changing form should it slide down."

The hard call-down the pressman got had a salutary effect on the other men. It took some work to have the men get the habit of never laying a tool down, but always to put it where it belonged.

The sale of worn, defective and out-of-date material as junk fully paid all the cash expenses on press repairs and other things needed in the clean-up.

Business increased rapidly. The manager did not have to wear out shoe-leather "hustling" in work. Customers kept him pretty busy in his office. They came to see him. The efficiency of the shop and the quality of the work made business grow without outside hustling. It was not long before there was no lost energy worrying about pay-rolls and bills, and this was all before the days of cost congresses.

Extravagances will never fool a trained printing-office observer. Extravagance is shown by straining for appearances for appearance sake only. Clean, white walls are neat and effective. Heavy paper and mural filigree are extravagant and inefficient. White or soft toned alabastine is cheap and easily applied. The practical effect of the increased light in a workroom much more than pays for keeping the walls light and clean all the time.

A gummed-up, dirty machine looks bad. A machine that is kept clean can be properly oiled. Work is liable to be damaged while passing through a dirty, greasy machine. The work of keeping a machine clean is more than paid for by its increased efficiency, so cleanliness really costs nothing, but makes a profit. Dusty, dirty floors ruin type and material that is dropped inadvertently; so that clean floors save more money than they cost.

Valuable material finds its way into dark corners and is forgotten. Cut out all such places and keep material, as far as possible, in the open.

Printing ink, when properly applied, produces beautiful results and increased business, but when applied to a feeder's hands and transferred from thence, in finger prints, to a job, is not a thing to be admired. It costs time to insist that feeders always wash their hands before handling stock. Because the aforesaid hands are clean, and more of an ornament than inky "paws," need not be your object in enforcing clean hands. You do it because there is less spoilage and more business, and therefore more dollars in clean hands. You incidentally get a telling point in neatness in your shop.

For the same reason it costs less to keep the stock free from dust than it does to allow it to accumulate. If your innate sense of neatness and order will not guide you, work out the problems from an efficiency standpoint. Every right move toward efficiency in a printing office is also a move toward neat appearance.

Bright metalwork may or may not be neat, in a printing-office sense. If the bright metal is on a machine where it is subject to friction, it should be kept bright by hand-rubbing, but if the bright metal parts are only for show and receive no friction, paint them over and save your elbow

grease.

You like to have your friends call, socially, at your home. You spend money to have your home parlor as neat and attractive as your neighbor's. Did it ever occur to you that if you made your business office attractive to your customers, you would have more business calls and also get the reputation of being a neat and orderly printer?

Most of your life, while awake, is of necessity spent in your shop and office. Are you not entitled to spend some time and money in making the place where you must spend most of your conscious life attractive and of pleasant environment to yourself as well as to your customers? A slovenly housekeeper will not have as many callers or as good a reputation in the neighborhood as a careful housekeeper. In your business you need callers and a good reputation more than you need them socially.

Don't fear that business callers will waste your time if your office is decent. The etiquette of business always excuses a business man from talking anything else but business during business hours. You will never offend a good customer or business man by confining your conversation strictly to business and excusing yourself when through.

You say you are entitled to get some pleasure out of life. Try making your office and the environment of your life's work attractive, and see if it is not the least expensive and at the same time the best-paying pleasure you can get.

CLEANLINESS

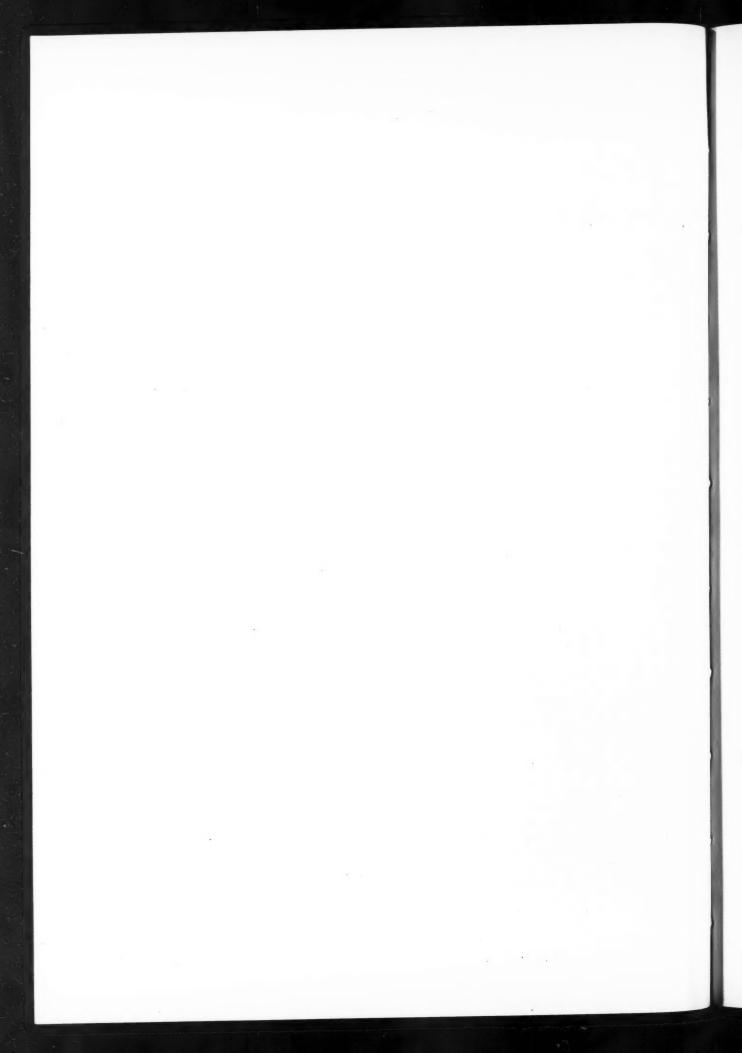
So great is the effect of cleanliness upon man, that it extends even to his moral character. Virtue never dwelt long with filth; nor do I believe there ever was a person scrupulously attentive to cleanliness who was a consummate villain.—Rumford.



GIRLHOOD

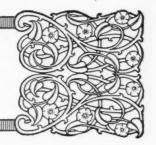
From painting by Rudolph Ingerle, Palette and Chisel Club, Chicago

Engraved and printed by The Henry O, Shepard Company, Engravers, Printers and Binders, 632 Sherman Street, Chicago.





Editorial



THERE is an ironic humor in the fact that honest employers are cumbered with disabling restrictions in order that restraint may be placed on the practices of employers who are inclined to be unfair in their treatment of employees.

Some employing printers make slaves of themselves by trying to do everything—to look after everything. They are limited, therefore, to a one-man efficiency. Success lies in the faculty of knowing how to organize the plant, to instil a spirit of cooperation and sense of personal responsibility among the employees.

JUST as the losses incident to the breaking of machines, the wear and tear of materials, are figured against the industry, so in time will the losses of human life, injuries to employees, old age, sickness and disability be charged against the industry as an expense which society is liable for. This principle is applied in Germany—a country whose people have a genius for discovering the true philosophy of the interresponsibility of communities.

THE complications that result from weaving into the trade-union movement ulterior purposes is well exemplified in the strike in progress, at the time of writing, in the pressrooms of Chicago newspapers. On the surface the unreasonableness of the situation is as puzzling as the warfare between Chinese tongs, but the influences that stir the subtle Orientals into action are no less powerful than those which have been at work entangling the skilled worker in the devious ways of practical politics.

CAREFUL study, logical thinking, systematic and patient investigation, accurate records—these are some of the requirements of cost accounting. Some eight or ten cost congresses will be held in various parts of the country this year, and there will be more to follow. The same truths will be told again and again in various ways. It takes a great deal of leavening to change the ideas that

have held for years, and to bring into activity those forces that will reform the practices of the printing trades. The community-of-interest idea is forming slowly but surely. Cost congresses will be helpful to those printers only who are willing to help themselves.

MAN develops methodical faculty. From this faculty he has reasoned out the application of forces. He has employed animals and the forces of nature to work for him. His care for the means he employs or his neglect of them is the measure of his success or failure. More important than all—he employs his brother man to project his individuality into his undertakings, for neither animals, the forces of nature or anything else can do this one essential thing. Yet this great psychic power is little known, and what little is known is seldom used.

Shop efficiency, as we have suggested before in these pages, is a question of managerial efficiency rather than workman's efficiency, except in such fields of labor where it is necessary to prove to the toiler that it is easier to carry a load on the barrow's wheel than to carry the barrow and its contents on his head. In the skilled trades the efficiency experts have been able to suggest little - and that little of the most trivial character. Into the skilled trades the personal make-up, the individual, or, as it is sometimes called, the personal equation, must have its way to get results. Years, centuries, have passed in testing the best way to get the best results, and, while practice has established an ideal method of working, the individual makes variations suited to his mental and physical make-up that have proved to that individual to be the best way for him to get results. The Chinaman pulls his plane toward him, the Oriental squats at his work, and if you give him a bench to work at he climbs up and sits on it. To change these individual methods would mean teaching the trade all over again. Give the work to the man who knows how, and keep the academic theorizing where it belongs.

Progress of the Apprentice.

Ever the friend of the apprentice, THE INLAND PRINTER feels that in its "Apprentice Printers' Technical Club" it is rendering the youthful devotees of the trade the best service of its career. The editor is a young man, an enthusiastic compositor, and senses in an unusual manner the information which the earnest apprentice desires. The information given is also of value to the mature and experienced, as scores have already testified. It is the intention to make this series of articles a compendium of information that every compositor should know, and which is not contained in any existing text-book.

We have been pleased to hear from several points that the articles are stimulating a general desire to advance the interest of apprentices. Here and there throughout the country meetings are being held for the purpose of discussing pertinent affairs. All this fires the ambition—a desirable quality in youth—and the result of it is found in the entries in our contests designed for apprentices. The entrants should be encouraged by their employers and their friends. It is not so much that a youth wins especial mention in such a contest, as it is that he displays the courage, the industry and the ambition to spend the time and labor necessary to become a contestor for the prizes.

Employing Printers' Organizations.

Singleness of purpose is a good thing. It means concentration of energy. But singleness of purpose and concentration of energy should not involve an appreciable neglect of contributing forces. The United Typothetæ of America concentrated its energies for years upon the labor problem. The Ben Franklin Club gave exclusive attention to the matter of prices, estimating, cost finding, etc. What little attention was given by these organizations to other interests in the printing trades was fugitive, with the exception, perhaps, of the matter of printing-office insurance. That the activities of these organizations have not been sufficiently comprehensive is shown in the linotype clubs, monotype clubs, technical clubs, etc., which have come into being-these having fraternal association with the larger organizations, but no formal connection.

W. M. Whitman, president of the Excelsior Printing Company, Chicago, discusses in the correspondence department, in this issue, the question of the printer's responsibility for the customer's materials. The experiences of printers throughout the country in this regard should have the effect of establishing a principle of law and equity which would be of great value. Some attempt is

now being made to sectionalize the activities of printers' organizations, so that each local organization, through special committees having definite subjects in charge, can by correspondence with similar committees in other locals obtain comparisons with their own usages. The data thus obtained, when digested and submitted to the national federation, would be in shape for such recommendations as would establish a code of procedure. These reports and recommendations, if published in monograph form, could not fail to be very helpful, and if published in sufficient quantities would prove influential literature in bringing the value of organization to the attention of non-affiliated printers.

A Notable Project.

An announcement tells us that the Technical School of the International Printing Pressmen and Assistants' Union is now prepared to furnish "a liberal education in presswork." This marks another step in trade progress, and is an indication that the world is growing wiser and better.

On this particular phase of trade progress THE INLAND PRINTER speaks out of its experience and knowledge. A decade ago it secured space and equipment whereby pressmen could round out their knowledge of the trade. Despite our best efforts the venture was a failure. Our purpose was misunderstood: there was a disposition to deny that men were in need of special instruction; there was doubt as to whether anything of material advantage could be learned outside the pressroom: the envy and prejudice of many competent men manifested itself openly and subtly, and the irreconcilable, who is always with us, had a large following. The school's expectation of profit was very modest, and consequently the sinews of war were limited and the struggle hopeless.

It heartens us much to see a similar school started by the pressmen's union in cooperation with employers and manufacturers, who are helping by furnishing machinery and its accessories. Doubtless this venture will meet with the same obstacles ours did, but in a modified form. That an organization of twenty-five thousand pressroom employees should put money into the school does not mean that every member approves of industrial education, but it does show that a great majority of the members recognize changed conditions so thoroughly that they vote their money and that of their fellow members to establish and maintain the school.

Though experimental, the school makes its bow with facilities that are a monument to the constructive ability of journeymen pressmen, and President Berry and his colleagues are to be congratulated on the success already achieved. It augurs well for the successful future which, we are sure, all will join us in wishing this large and worthy enterprise.

The Chicago Newspaper Strike.

The illegal strike on the Hearst papers at Chicago presents several interesting phases, the principal one being that the Hearst publications have furnished at least one-half - if not more of the labor disturbances in the trade during the last few years. And yet the Hearst organization is apparently a very fair and very liberal one. With one exception—that of the Chicago pressmen - all these strikes or lockouts have been declared illegal by high union authorities; yet Mr. Hearst had strikes on his hands just the same. Nothing can be said in palliation of men—especially union men — who violate an industrial contract, but nevertheless the Hearst people are, at the bottom, suffering from unbusinesslike methods. It was common report that Mr. Hearst was running his mechanical departments as part of his political machine, one employee with a fondness for extravagant expression saying that if cockroaches had votes they would be on the pay-

Large forces were employed at high wages and under easy conditions, but selections were frequently made on account of the supposed political influence of the appointee rather than his efficiency as a worker. This policy brought into the Hearst offices a preponderance of an element that is usually designated as trouble-makers.

On the other hand, the wages and easy conditions resulting from political ambition had a commercial value. So far as the mechanical departments are concerned, Hearst's employees and their families have been great boomers of his papers. This brought subscribers of the kind that metropolitan advertisers aim to reach. All this time the Hearst wage-booming tendency was a thorn in the side of the publishers' association. It was variously rumored that Hearst would not join the association, and that the association would not admit his papers to membership.

Within the last year or so, the Hearst papers have joined the association, and almost simultaneously they began to put their mechanical departments on a business basis. This was a shock to the political soft-snappers and those who had placed Hearst on a pedestal as the only thing in "good bosses" who didn't care for money so long as his employees were comfortable and satisfied. Thoroughly impregnated with the doctrine that

Hearst was "a different kind of employer," that had been incessantly preached to them, many of his employees refused to believe the economies were introduced with his sanction. The local managers were invariably blamed. Especially was this true in the case of men who left other situations to go on the Hearst pay-roll "for life." Many of those participating in the recent strikes were sure that when the matter came to Hearst's attention he would issue an order to restore old conditions—not so much from fear of a labor war, but "out of the goodness of his heart," as one of them put it.

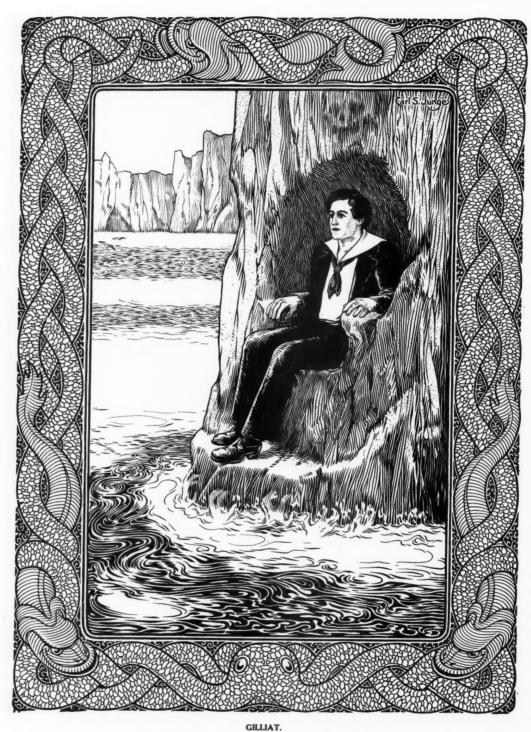
In vain did Hearst himself say he wanted the same terms as other publishers—standardized labor conditions — which is good unionism, by the way. These people could not believe their idol was so material-minded. Though in every instance the strikers were in the wrong, the Hearst papers suffered, because many of their most ardent followers entertained the same views about Hearst as an employer as did his employees. When the adoring readers awakened to the real situation, they obtained a better estimate of Mr. Hearst's calculated liberality; whereupon they withdrew their patronage and proceeded to show their resentment by berating Hearst and all his enterprises. This involved circulation, always a vital problem with newspapers, the managements of which fear most of all evils a decline in the number of readers.

A peculiar circumstance in the Chicago situation is that Hearst could not effect these economies single-handed and with the other papers criticizing him. The Chicago publishers' association has a rule whereby if a member is involved in labor trouble the other members are not permitted to issue more pages, or distribute in a wider area, than the "struck" newspaper. So while Hearst's associate publishers are unable to look forward to ultimate economies, they are under as great an expense as the Hearst organizations in securing them for the latter. In passing it would seem that this provision is a near-cousin of the sympathetic-strike idea so earnestly advocated by the radical element in the unions.

As for the printing-trade unions involved in these struggles, the indications are that they will suffer severely, in which event there will be a day of reckoning for the men who advocated these strikes based on fine-spun and fallacious theories that no violation of contract was involved.

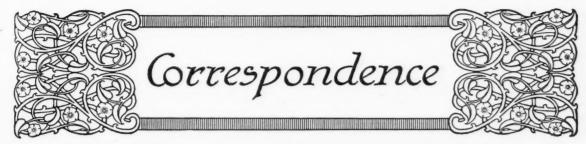
BUSINESS.

Business is no longer done in a whisper. You must talk right up in meeting if you are to get what you are looking for.— Novelty News.



Designed and Drawn by Carl S. Junge, Oak Park, Illinois.

From Victor Hugo's "Toilers of the Sea."



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors.

Anonymous letters will not be noticed; therefore, correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

LEAD-POISONING FROM LINOTYPES.

To the Editor: PHILADELPHIA, May 6, 1912.

Believing that more attention should be devoted to the dangers of that dreadful occupational disease—lead-poisoning—to which operators in the linotype branch of the printing industry are especially exposed, I ask leave to occupy a little of your valuable space for another word of caution. If it is desirable to preserve health and prolong life among printers, then it is necessary to be continually on guard against the encroachments of the insidious, cumulative disease mentioned. Nervous wrecks sometimes to be seen among linotype operators warn all that it is a delusion to think that habit-forming drugs will help any operator to ward off its effects, and it is a pity to see operators resorting to such expedients to bolster their failing powers.

The men in the linotype branch of the printing trade should be wise enough, it seems to me, to profit by the experience of those who have labored at white-lead making and kindred occupations, and consider the various means used by them to conserve their health. Entire change of clothing for work is considered a requisite to prevent absorption of poison from lead. Additional precautions are necessary, such as care in cleansing the hands at lunch time and frequent bathing. Milk, being considered a partial neutralizer of lead-poison, is used as a preventive by the men employed in the white-lead industry and by big paintmaking houses.

I believe if printers, and especially those who are employed on or around the linotypes, will take some such precautions as those suggested, much misery will be averted and valuable lives prolonged.

SAMUEL W. HOSKING.

A PRINTER'S PROGRESS.

To the Editor: TACOMA, WASH., May 8, 1912.

Believing you would be interested in knowing how one young compositor is endeavoring to make himself proficient as a typographer, I have summed up my efforts during nearly six and one-half years at the trade as follows:

I began as an apprentice in the office of the Tacoma Printing Company, of this city, in February, 1906, and had been there but a very short time when I became interested in the better class of printing. My first impulse to do good work was given me by looking over some of The Inland Printers that belonged to my employer's collection of trade journals. My next step was to submit examples of my work to the Specimen department of The Inland Printer. These specimens were commented on, some with good suggestions for improvement, and occasionally one was reproduced. This gave me courage, and induced me to work harder and harder to gain best results in all work that I

produced. After being five years with the Tacoma Printing Company, I left it and sought work elsewhere. I have been exceedingly fortunate in securing employment, and I am at present with one of the largest shops in Tacoma, and my range of work has included nearly everything from a ticket to the city directory.

One of my methods of getting ideas on design and color schemes was to visit the railroad and steamship offices, and gather the booklets, folders, etc., many of which were very pleasing. From the hotels, also, I have secured some fine examples.

My collection of booklets now numbers about five hundred different specimens, including viewbooks, advertising booklets, folders, slips, etc., representing the work of many well-known firms of printers in all parts of the country.

I also have a collection of letter-heads, names, programs, blotters, cards, envelopes, in black and colors, numbering nearly one thousand pieces.

Typefounders', paper-dealers', and inkmakers' specimens and catalogues also form an important part of my library. This class of work includes the new American Specimen Book of Type Styles, of which I am quite proud.

Among other books in my library are the following: "The Art and Practice of Typography," "Letters and Letter Construction," "The Typography of Advertisements," "Type Designs in Color," and the beautiful souvenir of the Fifty-seventh Annual International Typographical Union Convention.

My greatest asset, however, lies in the fact that I am a regular subscriber to THE INLAND PRINTER, The Printing Art, The Graphic Arts, The American Printer and the Printing Art Suggestion Book.

In connection with all my books I have an index system, arranged so I can immediately locate any article or specimen I may desire.

It has surely paid me, and I believe it would pay other printers earnestly to collect and study examples of the best typography. Every printer should take at least one trade journal.

H. S. Blackburn.

[An excellent record and a fine system. Round out your experience now by taking the I. T. U. Course.— EDITOR.]

THE HUMBLE PROOFREADER.

To the Editor: Cambridge, Mass., May 6, 1912.

Ordinarily, proofreading is exacting work—usually underrated, sometimes underpaid. Still, it is, to some persons, a congenial occupation—or would be, under pleasant conditions.

It is seldom that a faithful reader gets credit for really valuable services in helping to produce a faultless page. The unlucky one is judged, not by what has been done—however much or however well—but by sins of omission—

undetected errors. The galley-slave is apt to overlook a turned S when pouncing upon "vegetable food" instead of "regrettable fact."

It is a hardship to see errors which it is not permissible to question. The restricted proofreader is told to "follow copy" or be execrated. But woe to her who allows "immortal" Shakespeare to be called "immoral," even though the neat typewritten copy be defamatory.

Under adverse conditions she is expected to evolve perfection out of bedevilment. If the compositor and copyholder agree in calling a word something which it is not, it is up to the proofreader to know whether it should be "fiend" or "friend"; whether "tragic nurse" and "comforting muse" are all right; also "bosom of destruction."

Another hardship relates to authors—or would-be authors. Doubtless, their wishes, however whimsical, should be respected; for are they not paying for the book? And the humble proofreader is not writing it.

An author, of course, has more license to use imagination than the proofreader, who should not, however, be deficient in this respect. The writer can call a stagecoach a "lumbering convenience," if he wishes, or speak of the "hoot" of an approaching automobile. It is strictly none of the proofreader's business to question his fantastic modes of expression.

In a new edition of a book one can not help wondering at the slavish conformity to former editions: whether apparent errors are what a long-ago proofreader failed to detect, or whether the author wrote it so. And is it right to perpetuate such errors? But the humble proofreader must not dele a comma even between subject and predicate of a sentence!

In a comparatively recent edition of an expensive book are two odd instances, which appear to be typographical errors. And, probably, they are. Describing an ancient subterranean chapel, the author mentions "boundless pavement" and "cluster of ashes." "Soundless pavement" and "clutter of ashes" convey a clearer meaning.

Then the inconsistencies of dialect: one is sometimes astonished at the good English used by a character who is supposed to speak Scotch, or otherwise.

In up-to-date printing it appears that speed is put above accuracy, quantity before quality. It is true that minor errors and inconsistencies are not observed by the average reader of a printed book; and a "hustling" proofreader, who is fairly accurate, is worth more to a firm than one who is accurate and slow. But neither speed nor accuracy can reasonably be expected when bullying and fault-finding are of almost daily occurrence.

BLUE PENCIL.

STOLEN PLATES-WHO IS RESPONSIBLE?

To the Editor: CHICAGO. May 6, 1912.

Many times I have thought that the trade would be benefited, and time and money saved, by a setting forth of the facts in regard to the real responsibility for the loss of electrotypes and plates, cuts, etc., lost, stolen or consumed by fire, where such plates belong to the customer.

The writer has had some experience along this line—sometimes of a quite serious nature—and feels that he is competent to offer some advice on the subject. If there is legal or just protection for the printer, it is right that he should know what it is and avail himself of it.

Whenever this subject has been discussed, either with the buying public or with fellow printers, there seems to be the feeling that the printing-office is responsible for the customer's plates, and that any plates either delivered by the customer to the printer, or paid for by the customer and therefore belonging to him, must finally be returned in good order to him, or, failing so to do, the value of them must be made good. This he can claim legally only where a specific agreement has been entered into in which the printer plainly assumes the liability. The only other exception is where storage has been charged. Compensation for storage constitutes a liability.

The foregoing statements are made on the assumption that the printer has cared for his customers' plates in the same manner that he has cared for his own, and it is quite natural that equal care would be given. It is a very fine point in the law that where there has not been proper care, and where this can be proven to be the case, recovery for value can be made. Much stress is laid upon this point in law, and it would have to be proven that good care had been taken of the plates and that this care had been in no sense negligent nor inferior to the care bestowed upon other plates and all other property in the plant.

One is often asked whether the insurance carried by a firm does not cover a customer's plates. It is true that sometimes the total insurance is increased by enough to accomplish this end. If this is done it would, of course, add to the premium expense unless it be arranged that the customer pay for this extra insurance. Unless such an arrangement has been made, carrying insurance of this kind would be purely philanthropic. In case of fire it would be positively dishonest to recover for a customer's plates by claiming that the ownership resided in the printing-office. I can not understand how one could defraud an insurance company in this way, and I hope that it has never been done. There is no reason why the customer should be protected in this manner, either for plates, paper stock or any other property, by misrepresentation and falsehood. There is no obligation on the printer to extend such insurance. The loss properly belongs to the customer.

My own company has had two very serious suits brought against it, both of which were caused by the loss of a large number of plates, one of them about seven years ago and the other within the year. Besides these suits we have been threatened with legal proceedings on several other occasions for minor losses. The first suit was for \$5,000 and covered the loss by theft of plates for quite a number of books. We were completely vindicated. The law is very distinct on this subject. It is derived from a very old English law. Though one may be defeated in the lower courts, it will pay to appeal and carry the case to a higher court, for it must eventually be decided in favor of the printer.

In the second case we also won, but an appeal has been taken and the case will come up in about a year. We have not the least idea of losing.

It does not take very much thought to see that the law bearing on this subject is a thoroughly just one. There is no reason why one should be responsible for property entrusted to his care as long as he takes as good care of it as he does of his own property.

Whenever we have been threatened with a lawsuit on account of plates being stolen from us, our experiences have made us so familiar with our rights that we have been able to head off trouble right at the start. We have been enabled to set forth our case with much clearness, and have had a definite experience to refer to. We have never failed in turning aside threats, and have saved ourselves much annoyance and expense. Lack of acquaintance with our rights would make our resistance so weak-kneed that we naturally would become involved in court proceedings.

It is optional with the printer, if he thinks it good business policy, to reimburse his customer, wholly or in part. Sometimes my own company has made good for small losses where it has seemed to be good business to do so. We have always been careful, however, to let the customer know what we have been doing for him, for one would get no credit for giving away a thing unless the other party be made to know that it was being given away. It is a bad precedent to set, however, and should be indulged in as little as possible. It creates the idea that it is only just to do it, and probably legal, and gives the customer a chance to quote one printer against another. There are enough ills under which we suffer without increasing them.

Another loss may come through the corrosion of zinc plates where they have been kept in a wet or damp place, and here again the printer is not responsible. It does not matter whether or not it is an established fact that zinc plates stored with strawboard between them are almost sure to corrode if kept in a damp place. If the printer has acted up to the best of his knowledge, and has stored his own plates there, he can not be held for the loss to the customer.

I hope that these remarks will be of help to the trade, so that intelligent resistance will be made to unjust claims for damages and reimbursement. It is not necessary that one be browbeaten when he knows his rights. I never hesitate to tell a customer that we have not insured his plates, and that we are not responsible for their loss by theft or fire.

WM. F. WHITMAN.



Fish Hawk, War Chief of the Cayuses.

Copyrighted, 1900, by Major Lee Moorehouse,
Pendleton, Oregon.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

A CONSOLIDATION of the London Daily Mail and the Morning Leader has been arranged for.

According to the *Labour Gazette*, 5,798 printing employees have benefited through increases in wages, the augmentation amounting to \$15,000 for the month of January.

THE Daily Herald, of which sixty-six numbers were issued last year under the direction of the London Society of Compositors, at the time of the shorter-work-day strike, is to be resumed, and publication offices have been opened up at 12-14 Red Lion Court, Fleet street, London, E. C. A circulation of one hundred and sixty thousand copies is confidently expected.

GERMANY.

A NEW term of the printing-trade school at Leipsic began on April 15.

THE number of periodicals published in Germany during 1911 was 6,178, an increase over the previous year of 317.

ONE Matthias Schöffer, the last descendant of Peter Schöffer, the associate of Gutenberg, died recently at Biblis, near Gernsheim on the Rhine.

A PRINTER at Munich was recently fined for neglecting to place his imprint on an invitation executed by him for a performance by Mile. Villany, the nude dancer.

THE completion of "Castle Gutenberg," at the Berka baths in Thuringia, is announced. This is a convalescent home for printers and was erected under the auspices of the Berlin printers' sick-relief organization.

On April 22 Herr Julius Mäser, publisher of the *Typographische Jahrbücher*, one of Germany's leading tradepapers, and founder of a *Technicum* (a special trade school) for printers, at Leipsic, celebrated his fiftieth year in the typographic harness.

THE Association of Printing Proprietors of Berlin has sent to the city authorities a protest against the sending of municipal printing away from Berlin, the officials directly concerned with giving it out having invited bids from printers in small neighboring places.

ONE wonders if there is anything novel about it when noting the appearance of a little work entitled "Die Amerikanische Buchführung im Buchdruckgewerbe" ("American Bookkeeping in the Printing Business"), which has just been issued by a Leipsic publisher.

UNDER a new German law, in force April 1, every employee of a factory having over twenty workers must be given at pay-time a written account of the amount of his wage, together with an itemized statement of the deductions that have been made from it, should such occur. Disregard of this regulation is punishable.

DURING 1911 Germany exported books to the value of 51,000,000 marks (\$12,238,000), which were divided among the different countries as follows: Austria-Hungary, 21,000,000 marks; Switzerland, 7,000,000 marks; Russia, 5,000,000 marks; United States, 3,300,000 marks; France, 2,500,000 marks; Great Britain, 1,500,000 marks; Italy, 1,000,000 marks.

It has been decided to erect a monument to Gutenberg at Eltville, where the master spent his last years at the court of Count Adolf von Nassau. As it is now believed that Gutenberg lies buried in Eltville, it is expected that his remains or his grave will be discovered when work is begun on the building of an addition to the parish church, arrangements for which are now under way.

THE report for the winter season of 1911-12 of the trade school for printery apprentices at Braunschweig gives the number of attendants as 120. The full course covers four years and the attendants were listed in the classes as follows: First year, 35; second, 33; third, 33; fourth, 19. In addition to technical tuition in composition and presswork, instruction is given in German, French, calculation, civic history and law, and trade bookkeeping.

SELLING books by machinery is a new idea for which the noted Reclam publishing house is sponsor. An automatic vending machine is arranged so as to give a choice of twelve volumes selected from the Reclam Universal Library, and it delivers the desired book upon dropping a 20-pfennig (5-cent) coin into the proper slot. The machines are to be installed to fight the cheap blood-and-thunder literature, by offering a chance to buy really first-class and interesting works at the same price.

The Koenig & Bauer press-building concern at Würzburg, Bavaria, has issued a handsome quarto pamphlet, with a cover heavily embossed in gold bronze, in which it gives a history of the invention of the cylinder press by Koenig, together with pictures of Koenig and his early presses. Views are also given of the present factory buildings at Würzburg. This establishment has built over eight thousand printing-presses of all kinds, which have gone all over the world, excepting, curiously enough, the United States.

At a recent examination of apprentices, made under the direction of the Dresden branch of the Master Printers' Association, 79 composing-room, 39 pressroom and 2 electrotypers' apprentices were tested as to their proficiency. The report of the results is too detailed to be reproduced here, but it indicates the great value of just such examinations, taken periodically. The idea is one that might well be copied in America, since too many boys get into the printing business who might contrive to become excellent sewer-diggers.

LAST year a contest was held at Leipsic, under the auspices of one of the master printers' organizations, to determine the relative productivity of certain typesetting and type and line casting machines. The results were recently announced, following which several manufacturers of such machines made use of the figures arrived at upon which to base claims as victors in the contest. Incidentally, in their advertisements, some occupying double pages in the tradepapers, they fire hot shots at one another. In reading these advertisements, while one admits that "figures can not lie," one is constrained to believe that they can be twisted to support most any statement. However, one is struck by a very apt alteration the linotype people made in the old Latin phrase, "in vino veritas" ("in wine is truth," meaning "the drunkard tells the truth"). This they had changed to "in lino veritas" and used it as the heading of a page advertisement, and it does seem as if they had the best of the argument.

FRANCE.

The January issue of the Bulletin Official of the French master printers, as was noted before in these items, had a supplement devoted to an account of the graphic-arts exhibits at the Turin Exposition of last year. This issue of our splendid contemporary weighed 1,250 grams (2½ pounds) per copy and was taxed 1¼ francs (25 cents)

postage on those sent to foreign countries, 55 centimes (11 cents) on those transmitted in the domestic mails, whereat the publishers justly growl in the February issue and ask for assistance to fight the exorbitant postal rates.

THE lithographers of Bordeaux went on strike recently because of their demands for higher wages not being granted.

M. GUSTAVE GOUNOUILHOU, honorary president of the French Master Printers' Association, died March 1, at Nice, in his ninety-first year. He was a prominent printer and publisher in Bordeaux.

PARISIAN printers have now another grievance. The distribution of handbills and other printed advertising matter is prohibited. The reckless throwing about of handbills has been one of the causes of the unclean condition of the streets and sidewalks. In order to put a stop to this nuisance the city council proposed to tax handbills, but the Chamber of Deputies would not agree to this. Thereupon the prefect of police suggested a municipal bylaw abolishing altogether the distribution of such matter. This was passed.

A COMPANY has been formed in La Gerenne-Colombes, near Paris, under the name of Société anonyme Utocolor, to exploit a new photo-print paper, which, under the proper color negatives and filters, will develop pictures in natural colors. It is an advance along the line of the Lumière color negatives, and though not much beyond the experimental stage gives promise of later perfect results. A price of 75 cents is now quoted for a package of ten sheets, 9 by 12 centimeters in size, of the "Utocolor" paper. Two baths are required, and it takes about twenty minutes to develop and fix a print.

THE Parisian daily, Le Petit Parisien, has the largest circulation in the world — 1,400,000 copies daily. After it follow Le Petit Journal, Le Journal and Le Matin (the last with 800,000 circulation); La Croix de Paris, 300,000; Excelsior, 180,000; L'Echo de Paris, 175,000; La Petite République, 125,000, and L'Illustration, 115,000. With the exception of Le Petit Parisien and the London Daily Mail, no European daily has a circulation of a million. Several German papers have circulations from 300,000 to 400,000. Der Wahre Jakole and the Berlin Morgenpost each have 350,000.

SWITZERLAND.

THE membership of the Swiss Lithographers' Union increased to the extent of 103 last year, the total number of members at the beginning of this year being 819.

In one of the leading offices of Zurich a new series of 20-franc notes is being printed for the Swiss National Bank. This issue, which will amount to 30,000,000 francs, will be stored, to be used only in case of war with another country.

ON March 4 the Pressmen's Club of Basle made an excursion to Freiburg, in Baden, Germany, to view the machinery and working of the new Merten's illustrative process, in the establishment of Poppen & Sohn. After spending several hours in investigating the process, the excursionists met their fellow pressmen of Freiburg, who gave them a hearty welcome and took them on a tour around the handsome town to show them its interesting points. The members of the club returned home to the old printing city on the Rhine much pleased with their trip.

At a recent meeting of the Typographic Club of Zurich, Herr J. Kohlmann gave a short lecture on "The Valuation and Criticism of Printed Matter by Printers and the Public," from which we quote a few pertinent conclusions: "The majority of the craftsmen value their work differently and as a rule higher than does the public. Mutual enlightenment is necessary, and should be specially pursued by the printer, as being the producer. It may not be possible, however, to eradicate all of the undesirable factors which help to influence the judgment of the public. Extravagant or eccentric demands on the part of customers must at times be energetically opposed. The graphic artists are assisting valiantly in the improvement of typographic products, and have done very good things, but the printer should not let the artists override them altogether. Because of the overvaluation of technic the opinion is widely disseminated that a piece of work must display an overcoming of technical difficulties in order to have artistic importance. Each work can be tastefully executed within its own limits if but the necessary intelligence is applied. The main thing is to free oneself of technical prejudices and give the work free, untrammeled treatment."

HUNGARY.

THE "Athenaum," a publishing concern in Budapest, has increased its capital by 800,000 crowns (\$164,000).

A BANKING institution, having for its special object the furthering of newspaper interests, with a capital of 100,000 crowns (\$20,500), has been started at Budapest.

A COMMITTEE has been appointed to make preparations for the next international congress of publishers, which will convene at Budapest in 1913. The last congress was held at Amsterdam in 1910.

The director of the municipal printing-office of Budapest—Ferdinand Janernik—received from the Emperor the cross of the chevalier of the Order of Francis-Joseph, on the occasion of his attaining twenty-five years of service.

The city of Budapest has acquired a collection, made by Prof. Géza Ballagi, of Hungarian political brochures, comprising some ten thousand pieces, dating from 1790 to 1906 and constituting a precious source of political history of this country.

As a consequence of the law prohibiting night work for women in factories, enforced since January 1, a large number of female pressfeeders in Budapest have had to be replaced by males. This law is the result of an international conference on the subject, which was held at Berne, Switzerland.

ITALY.

SIGNOR SALVADORE LANDI, publisher of L'Arte della Stumpa, and a prominent printer, of Florence, who died there last December, in his eightieth year, by will left a certain sum to pay for a banquet to be given all his employees eight days after his interment. He also left several thousand lira to be divided, according to length of service, among his workmen. A few days before his death he had sold his printing business to a company formed to run it.

A STRIKE of the printers at Livorno, after lasting two months, resulted in a decrease of the working day from ten to nine hours, and an increase in the minimum wage from 21 to 23 lira (\$4.05 to \$4.45) weekly, also an increase in the piece scale from the old rate of 30 centissimi (6 cents) per thousand to 48 centissimi (8 cents) for the present year, 44 centissimi (8½ cents) up to 1915 and 46 centissimi (9¼ cents) for 1916. The new agreement is for five years.

Because of the extra editions and larger circulations caused by the publication of news regarding the Turko-Italian war, the newspapers have had to use almost double

the usual quantity of news paper. The Italian paper industry, because of insufficient machinery, seems unable to meet the increased demand, and the high tariff on paper has operated against its importation. Under these circumstances the Italian Newspaper Publishers' Association has decided to press an energetic demand for the abolition of the duty on paper.

THE fight against visiting-cards which a French lady has been carrying on in the Parisian journals prompts the Giornale d'Italie to discuss fashions in visiting-cards and record peculiar ones that have been used. Several years ago fashion made a futile endeavor to introduce colored cards, cards with allegorical devices and cards with the picture of the owner. There are collectors of visitingcards, and some have in their gatherings specimens which show either great egotism or some mental deficiency on the part of their originators. An Italian collector can show examples like the following: "Giovanni Exposito, barber to the Captain of the Carabinieri"; "Maria Corradi, servant girl of Senator Tajani"; "Ercole Salvatori, quartermaster of the Bersaglièri in the battle at Adua"; "Girolamo Battaglia, expectant of a government position"; "Jeanne Bellebouche, songstress ready to accept engagements"; "Gennaro Ardena, refugee from Messina"; "Diana Martire, woman suffragist, lyceum member"; "Guido Forti, Nationalist": "Alfonso Martiri, disciple of Ferrer"; "Zefferino Primivi, former chamberlain of the Rosetta, now in want because of ill health": "Ferenzio Filoni, blind and crippled since Mentana," etc.

EGYPT.

ON March 1 the principal printing houses of Alexandria, with one exception, accorded their employees an eighthour work-day.

THE Arabic printers of Alexandria are much interested in the new linotype machine for setting Arabic. As the alphabet of this language contains some four hundred characters, it was considered doubtful if mechanical arrangement could be possible. It is difficult to set an average of five hundred signs an hour by hand. On the new Arabic linotype the number of characters has been reduced to 180, and there is a possibility of setting four thousand an hour by it. With the composition of this language being thus rendered more facile it is believed that Arabian literature will make notable advances.

BRAZIL.

By order of the president of Brazil a law governing the copyrights of foreign authors of literary, musical and artistic works went into effect on January 17 last. The law itself had already been passed by the legislature in August, 1908. All future productions upon which the originators have obtained copyrights in their own countries have the same privileges in Brazil, providing the country of origin belongs to the international copyright convention or has entered into a special agreement with Brazil in the matter of copyrights.

DENMARK.

PRINTING brokers in Denmark are not permitted to proclaim or advertise themselves as printers. There appears to be a law, dating from January 3, 1851, under which punishment for such an offense may be inflicted. Recently a printer, who had been obliging enough to place the imprint of an intermediary purveyor of printing upon some work he did for the latter, was brought before court and punished for making this untruthful statement as to the producer of the work.

A Study Course in Advertising

LESSON V .- BY THE MASSACHUSETTS SCHOOL OF ADVERTISING.



HE letter as an advertising medium is not generally appreciated. The letter properly handled can be made to bring in a volume of business that will seem surprisingly large to those who have not credited this medium with the selling force it possesses.

One distinguishing characteristic of the letter stands out in bold relief — it is personal. Principles that apply to the production of newspaper advertisements, of booklets, folders and circulars, may also apply to the letter — but they must always be governed by the fact that the letter is personal. Without question its appeal is next to that made by the personal visit.

This very close approximation of the living, breathing personality which the letter has can not be too strongly emphasized, because as yet those who receive the letter regard it in the light of a personal message to them — or else as an insultingly crude and cheap imitation. There is no middle ground.

You may send a man or a woman a poorly gotten-up booklet. It will probably fail to sell goods, but the chances are against its leaving any very deep-rooted unfavorable impression. We may say its effect will be neutral — neither very much for nor very much against the sender. Send this same man a poorly gotten-up letter and you will undoubtedly arouse a feeling of disgust, and create an adverse opinion which will last for some time. Your man knows the booklet has been printed by the thousand; he instinctively feels, even though his experience may tell him differently, that the letter is a private matter — a special representative of yours — and wants to know what sort of man you are to be so represented, and what sort of a man you think he is to receive such a shabby caller.

George French says in his very interesting book, "The Art and Science of Advertising": "The paper is, after all, the basis of good stationery, and it is upon the paper that the effective letter-heading must be built. Paper furnishes the business man with an opportunity to do very effective advertising, while supplying one of the ordinary needs of his business."

For letter-headings the best paper to use is a highgrade bond, samples of which may readily be obtained from the manufacturers. The question of color is largely a matter of taste. White is the most used, but it is often desirable to select a color which will, if persistently used, become a sort of trade-mark. Seasonable colors may be used or colors that are particularly in keeping with the article advertised. Envelopes should always be made of the same stock and match in color.

The regular business-letter heading may be printed from type, lithographed or engraved. Each process has its advocates, and all three may be used by the same house.

While the nature of the business must in a large measure determine what is to be included in the wording and design of the letter-heading, there has been in the past few years a very marked tendency to cut down and simplify.

At one time it was the custom to show a picture of the factory, store or office building of the concern, give a full list of its officers, its branch and foreign offices, its cable address, its capital stock, and perhaps further information of a similar nature. Now, the name of the concern with its address and the nature of the business conducted is all that is required—though a list of officers and a trademark may be added with good taste.

A letter-heading should be dignified — much is summed up in this statement. It may be individual, but never at the expense of dignity. Altogether too many strive for the unusual, and in so doing secure a monstrosity of color and design that robs their letters of much of their effectiveness. A letter-heading is not a billboard, nor is it a howling, strident-voiced sideshow "barker"—it is your representative.

For special lists a folded sheet may be used with good results — either to fit a baronial envelope, or, what is perhaps better, one of the larger sizes of personal stationery—say an envelope measuring about 4 by 6 or 4 by 6½. These sheets should generally be engraved, and the die should contain only the firm name and address. This style of stationery is particularly effective in circularizing a list of women, though by no means ineffective with men, where the article advertised is of a personal nature.

A good letter and good stationery can easily be spoiled by poor typewriting - including both work and arrangement. In arrangement the main consideration is to secure an "open," pleasing appearance which invites reading because it makes it seem easy. A very good general rule to follow is to "center" all matter to the eye - that is, the matter may not necessarily, and probably will not, be mechanically "centered," but it will appear so to the average reader - the idea is to center tone values. In Fig. 1 the matter is not centered. It lacks balance, and is not nearly as pleasing in its general effect as Fig. 2, in which the tone values are centered. Note the attractiveness of the margins and the balance of the white space that is secured by "centering." This all has a tendency, in addition to the general good impression that it leaves, to make the typed matter seem smaller and easier to read.

Where the lists are too large to allow actual typewritten letters to be used, and mechanical, or process letters as they are sometimes called, must be used, the very greatest of care must be exercised in "filling in" names, addresses and salutations. If this work is done outside your own office, see that it goes to only the best places, and thoroughly inspect the finished product. If the work is done in your own office, see that the ribbons used on the duplicating device and those used on the typewriter absolutely match. Avoid using a new ribbon on the duplicating device and an old ribbon on the typewriter. Correct "filling in" is more essential, and while it does not present great difficulties, it does require close attention.

We will now take up the writing of the letter. We have two elements to work with — words and ideas. The idea is the stronger element, though unless it is properly expressed it will amount to little or nothing. So far as our work is concerned we may consider both elements of equal importance.

Much that was said in Lesson III in regard to advertising English also applies to the construction of the letter. A business form or circular letter should nearly always be written in an argumentative strain. It is a presentation of a series of reasons with a gripping conclusion. This does not mean the letter should wrangle, nor that it should be heavy or uninteresting — quite the reverse. But it should not be a combination of set and state expressions, wild and extravagant claims, and pleadings for business.

The use of state expressions is a fault common to practically all beginners in the art of letter-writing. Just as years ago many people would start their letters with "I now take my pen in hand to write you, etc.," there are many letter-writers to-day who fail to do materially better. So many letters start off with "We take great pleasure in

etc.," it is easy to see, will not only be more interesting to the man who is reading the letters, but also carry with them a pleasing little touch of very subtle flattery. Whom do you like better—the man who asks you "How is that car of yours running?" or the man who starts at once to tell you about his car?

This thought should be carried through the entire letter. Tell your prospect what you can do for him, not what he can do for you. Until you write your letter and come to analyze it you will probably not realize how hard it is to keep the "We" in the background and bring forward the "You." Yet you must avoid the appearance of selfishness.

Make the opening paragraph as interesting and as strong as possible. Some writers claim that a letter is made in opening sentences. Certainly much of the reader's interest for the remaining paragraphs depends upon them.

The question of the length of the letter presents many difficulties. For years we heard that it takes longer to

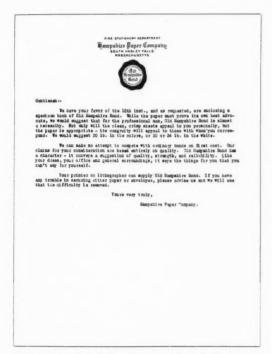


Fig. 1.— Showing unpleasing effect caused by lack of balance in arrangement.

Gentlement.

To have your fower of the 16th fast, and as requested, are endeding a speciess best to come have forest to the control of the co

Fig. 2.— Same letter as in Fig. 1, showing pleasing effect of "centering."

advising you that we, etc.," or "We shall be greatly pleased to book your order," and wind up with "Awaiting your favorable reply." Now there is nothing the matter with these expressions excepting that they are worn out.

I would almost be willing to say that there are no restrictions, no rules, no forms to follow in writing a letter, excepting those suggested by every-day common sense. There is, however, an apparently uniform rule laid down by authorities on letter-writing. It is: Never open the letter with the word "We," nor with a sentence about yourself. The idea, which is a most excellent one, is that you are very much more likely to interest the other fellow by talking about him and his interests than by talking about yourself and your own interests. Such openings as "You can save anywhere from fifteen per cent upward by the use of, etc.," "Your problem is to make your printed matter sell goods, etc.," or "Perhaps you have been wondering how to,

write a short letter than a long one. However, it requires much less time to read a short letter, and, above all things, we want our letter read. The danger of the long letter, to us, is that we will most probably say a great many more things than are necessary, or we will use a great many more words than we should. Any idea or word not fully required tends to divert our reader's attention from the main points - providing, of course, that the letter is read at all. There are a great many arguments both for and against the long letter, but all of them are from what we may call a literary standpoint. It is safe enough to let them rest and look at the matter entirely from this standpoint: quite apart from merit of the matter in the letter, too much of it will in so many cases prevent the busy man from reading it at all that we are condemned without a hearing.

The trouble with so many letters is that they are

BARRON G COLULER, POSSUREM

A E ME BEE VICE PRESIDENT

Street Railways Authentishing Co.

HOMAS BALMER ADVINDING DIRECTOR

NEW YORK December 14th, 1908.

Dear Sira:-

Do you know a man, weman or child in a street car town who doesn't know about Wrigloy's Spearmint Gum?

How would you like to make yourself so well known in so short a time?

THY DON'T YOU'T

The Wrigley campaign is young. In less than two years Spanraint has been unde farmus. The cars have been the only advertising medium. The cost of the campaign has been small. The advertising audience has been large. How large would you guess?

854,000,000 people a month.

Mr. Trigley is now in every street car in the country. The official traction company reports show ever 864,000,000 riders a month - nearly a billion.

"EUT" - you will say, "I don't sell chewing gum."

You don't have to. Talk every menth to B54,000,000 people and you can sell anything from cellar pumps to lightning rods.

"BUL" - you may say, "The cars appeal to women alone" - or to

We hear voices on both sides of the house. In answer we have many a successful womput gn, and many a successful ment

"EUT" - you still insist, "My commodity is higher priced."

Street Railways Advertising Company

-2-

Do you sell anything higher priced than heating systems? Have you anything that costs more than a block of houses?

"BUT" - you answer "have you sold them?"

We have, - in plenty.

"EUT" - again, "Wrigley's advertising is undignified."

of course. He knows it as well as anyone, and he knows the results too. You needst advertise that way. Talk as you choose. You can put in front of your SE-600,000 people, a smannle of stiquette or a monkey on a stick. You have your cholors. We amply supply the sudience. You wouldn't advertise a piano like a cheming gum. Heither would we.

"BUT, the cost."

The answer is three cents per family per year. That pays for twelve months' use of all the cars in the average town.

Would you pay three cents to make yourself as well known in the average home as Wrigiey's Spearmint Gum?

Of course you would.

But there's some other BUT on your mind. If there were not you would be in the cars today.

Why not send in that "BUT"?

Two years ago Mr. Trigley was an absolute disballover in street car advertising. Today he is an absolute enthusiast. He gave us a chance to answer his doubts.

Certainly you will admit that your business has not reached its full growth. Wor suppose you swinth your objections to car advertaints as applied to your business. Give us the opportunity cas freely and frankly cover your objections in a letters, or screept your objections we see big snough to admit the furth. We are not out for sam il pickings. We are big snough to admit the furth. Sportunities. We balleve your business holds the opportunity or we would not have put your on our mathing list.

If you want to know the cost of car advertising in any group of cities or states We shall be glad to send the figures.

Very truly yours, STREET RAILWAYS ADVERTISING COMPANY,

Advartising Director. P.S. Incidentally we propared the copy for the Wrigley campaign

The Chicago Tribune Office of the Publisher

Oct. 8, 1908,

Dear Sir:-

"What do you care for rated horse power if the dam machine won't climb hille?"

What do you care for circulation claims if the newspaper won't sell your merchandise?

Merapaper of reculation doesn't mean anything unless its the <u>right kind</u> of circulation of you wan quantity however, the ribune has it - 30,000 more than its nearest foldage competitor and the largest two cent circulation the world.

But it is the quality of Tribune circulation that spells quoces for Tribune divertiers. The Tribune advertiers. The Tribune reaches buyers - not only readers.

The Tribune is definitely edited for that eager, alert, moving, progressing element of the population that is constantly getting ahead - that constantly improves its environment - that toug the best it can today and is going to buy better things tomorrow.

You do not need another newspaper to reach this nation of other newspapers. The Tribune exclusively means success for any high Frack advertiser in Chicago, not only because Tribune circulation is the <u>largest</u> of its class, but because it is all good.

Tribune circulation represents developed and sustained horse power in moving merchandise. It climbs hills.

Sincerely,

Fig. 4.- This letter shows vitality and good reasoning.

The reason why most men do not accomplish more is because they do not attempt more

CAN)

CAGOUR OF RESIMENS SCIENCE CLUBS

A. P. SHELDON, Personant FRANK MARHOON, VICE-PRESS & PRINCHES. J. D. KENYON, VICE-PRESSON H. E. MYSES, SCHEMEN

Telephone Marrison 802

The Republic

Chicago, June 16, 1906.

Dear Mr .---

Perkaps you are doing some figuring !

Let us help you.

Vacting it antirely from the standpoint of dollars, needs and percentages there is nothing that will pay you more

It is an old story as to the wonderful increase in the value of stocks such as the Mison, Bell Telephone, Chemical Mational Bunk and the great Coppers. These wonderful values were the direct result of dividends earned.

If you will read carefully the enclosed directar you will see that you have an opportunity to earn marvelous dividends from an investment of \$50.00 in a tuition in the Sheldon School.

Your ability to sam dividends will give your services a commercial value largely in excess of the richest stocks known.

And what is more - should you sell your stock you part with it for all time and the dividends likewise; but in the sale of your ability it is yours to re-sell every year and the dividends are yours for all time. Then -- what's even better -- you are cultivating all the while a capacity to use and enjoy the fruitage.

Any man could afford to borrow the money to start with a proposition like this, couldn't he?

The best way to handle this matter is to send the enrollment today. The worst way would be to send it tomorrow.

--- but send it i

Yours very sincerely,

Secretary

Fig. 5.—Giving the prospect a new viewpoint,

insipid, lifeless — they lack vitality, a real touch of human interest. They "beg to state," they "trust same will be satisfactory," they say a hundred things that a half-million other letters are saying at the same time. Or, if the writer has learned to master his English, he will write away entirely from his own point of view. No matter how much you may know about your goods, the knowledge will be of little use to you unless you know them from your customer's standpoint.

The letter shown as Fig. 3 is a very fair example for creating interest and for taking the question entirely from

the reader's viewpoint. Read it over carefully.

In the letter designated Fig. 4, note the opening paragraphs. Of course it wouldn't do to say "dam" in writing to ladies, or perhaps to a list of professional men, but this letter went to business men, and is a very good example for interest, vitality and good reasoning.

The letter shown as Fig. 5 was sent out by the Sheldon School, an institution which sells a course in salesmanship. It was part of a follow-up; other letters had been previously sent. See how cleverly the writer has given the prospect a new viewpoint. Study this letter over. It is a good one from every standpoint.

QUESTIONS.

1. Lay out a letter-heading for your own business or that of your employer.

- 2. A printing concern in a town of about one hundred thousand population has, through a change in management, installed a perfect equipment, secured new and competent compositors and pressmen, and adopted a policy that calls for high-grade work and service all through. Write a letter to a list of printing buyers in the concern's locality, soliciting business.
- 3. A first-class stationery store carrying a complete line of goods desires to enlarge its trade among the business offices in the city where it is located. The store is quite willing to make its service prompt and efficient in every possible way, and while it does not believe in cut prices, its goods are reasonably marked. Write a letter that you hope will help the management to bring about the desired result.
- 4. Write a letter upon a subject of your own choosing. This question is left open in this way because it is possible you may have some plan or proposition in which you are interested or hope to be interested. Whether the circumstances which call for the letter are real or imaginary, write them down and include them with the letter. We must know the definite idea behind the letter before we can properly criticize it.

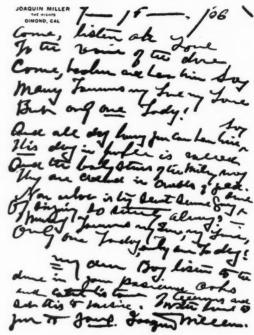
Note.— The number of questions with this lesson has been reduced to four so that you may concentrate on the three letters called for. This is one of the most important lessons in the course, and we hope you will make every effort to have your letters vital, snappy and forceful.

A POEM BY JOAQUIN MILLER.

Herewith we print a curiosity in the shape of a reduced reproduction of the original manuscript of a poem written July 15, 1906, by Joaquin Miller, the "Poet of the Sierras." This was written by Mr. Miller as an autograph for a young friend, Mr. Harold Kinney, of Pasadena, California.

At the time of receiving the manuscript, Mr. Kinney was unable to read it, which is not at all strange considering its illegibility. Recently it was submitted to ye editor with the request that we essay an interpretation. Our effort in that line is given herewith. Can any of our readers improve upon it?

In this connection we can not refrain from telling the following story told on Joaquin Miller in the San Francisco Call. A certain club desired to have the poet address the organization at an annual affair, and the secretary wrote him to that effect.



Come, listen oh love
To the voice of the dove
Come, listen and hear him say
Many Tomorrows my love my love
But only one Today.

And all day long you can hear him say This day in purple is rolled And the baby stars of the milky way They are cradled in cradles of gold.

Now what is thy secret serene gray dove Of singing so sweetly alway?— Many Tomorrows, my Love, my Love, Only one Today, only one Today!

My dear Boy listen to the dove in your Pasadena oaks and catch his note of tenderness and set this to music. With love to you & yours.

JOAQUIN MILLER.

In due time there came a four-page letter from the poet in his own hand. In vain the secretary pored over the manuscript. He turned it over to the president, and in turn to the directors and members, but all failed to decipher the scrawls. The question before the club was: "Has Miller accepted or has he declined?"

The secretary finally wrote him:

"My Dear Mr. Miller: Your letter received, but I have been unable to determine whether you have accepted or declined our invitation. If you will be present on the date mentioned will you kindly make a cross at the bottom of this letter? If it will be impossible for you to appear, will you kindly draw a circle?"

The letter came back, but the secretary could not decide whether it was a cross or a circle.— The Printer's

Album.

The editor of *Pointers*, Kansas City, Missouri, says regarding the poem: "We don't believe we could have deciphered this puzzle, but we feel sure that at least two words are not correctly 'translated.' Find them.

Written for THE INLAND PRINTER.

"CASTING" A TABLE

BY TEDDY FACEY.



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F the few "false alarms" that periodically bob up in the composing-room, this one surely takes precedence. Ask an ordinary, every-day "comp" to cast a "tab" and he'll in all probability throw you an incredulous glance and wind up by asking you if you're joking. The cause for this state of affairs is evident. The average

"comp" hasn't been given a chance to perfect himself in this "task"—if such you can call it. During his apprenticeship days it wasn't considered advisable to trust such a ticklish proposition to him. As he wasn't in a position at that stage of his career to push himself, and was possibly of a retiring instead of a fighting disposition anyway, the matter was passed up by him without a second thought. And as the years rolled by and he became a full-fledged "print" he found that, in so far as making a "cast" was

with it a practical remedy for this condition. It put the "comp" on his feet. It gave him a foundation, as it were, on which to build, and build speedily and well. Just why later-day journeymen have failed to grasp the situation as it has stood since this system was first universally made known is a question composing-room foremen will have to answer, as it has really been "up to them" of late years to see that the lads who were looking to them for advice and a thorough tuition in the craft got it, and not merely a "smathering" of it.

You couldn't, under any circumstances, call a journeyman a finished printer who confesses his inability to cast a table. He isn't. If he's unable to cast a table it's ten to one that he's also unable to set one with any degree of assurance as to its accuracy; and a "comp" nowadays who can't execute a piece of "rule and figure" work isn't the man who draws above the scale of wages or holds the steady "sit," either.

It's a fallacy, though, for any man (be he foreman or journeyman) to imagine that there's anything really intricate in making a cast, or that it requires any superior

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	+ Lamberg - 11			-				1										4
	Burdette 11																	5
6	* Welinot "	73	68	64	61	76	78	74	73	73	47	45	24	44	44	44	48	6

Copy of the table.

concerned, he was just as incompetent as ever. Nor was he alone in this respect; for he found that eight of every ten of his shopmates were in the same boat. And it appeared to him that those in authority at the shop didn't care a picayune whether he ever mastered this point in the craft or not. And in all probability they didn't. The casting of a table invariably fell to the foreman's or assistant foreman's lot, and is, even at the present day, recognized as the duty of either one or the other of these gentlemen.

Years ago, before the point system simplified the casting and setting of tabular matter, a foreman's reluctance to hand a "tab" to Tom, Dick or Harry to cast was somewhat excusable. Then "bastard" type-bodies were the rule, the only recognized standards being the nonpareil and pica sizes. This necessitated bringing in the aid of a composing-stick and quads in order to determine a cast in either agate, minion, bourgeois, long primer, or one of the other "off" bodies in general use at that time.

The introduction of the point system, however, brought

knowledge of the craft to do it in a workmanlike manner. It doesn't. It's easy. It's one of the simplest things imaginable. Any "comp" who is thoroughly familiar with the point system and who can add, multiply and subtract accurately has this "bugaboo" under perfect control and can cast tabular matter hour in and hour out without the slightest fear of a "fall-down." Let me illustrate how ridiculously easy it is, and when I'm through the reader probably will censure himself to think that it ever held the whip hand over him — that is, if it ever has.

We'll take the rough copy shown herewith, which is the heading, box heading and the first six lines of a railroad tariff, which, when completed, made eight pages of matter. It was a continuous "make-up," consequently the heads and box headings (with the exception of a slight change in the line under the words "From Groups") were identical throughout.

Now, the first thing to be considered in figuring on a "cast" for this job is to find the width of the page the

matter is expected to fill. In this case it was the usual tariff measure, forty-two picas. The next consideration is the size of the type-body in which the stub and figure columns are to be set. In this case it was eight-point. Take a careful look over the copy from beginning to end, and note the number of figures (in width) the group and index columns carry. The group columns will be found to carry two figures throughout the job, and the index numbers run consecutively from one into three figures. The "down" rules? Two-point. Very well; grasp a scribbling-pad and pencil and proceed in this manner: First, reduce the width (in type-body) of your page to eight point - that is, find out how many eight-point ems are the equivalent of fortytwo pica or twelve-point ems. As it takes one and one-half ems of eight-point in either width or depth to equal one em of twelve-point, it is readily figured that in the fortytwo twelve-point ems there are sixty-three ems of the smaller-size type. Now we are on the right track - and while I think of it I may as well remark that the easiest, safest and most practical way to cast any table is in ems of the type in which the body of the page is set. Well, to resume, we've got sixty-three eight-point ems to work on. In counting the group columns it will be found that there

are exhausted. This completes the "cast," which the following figures prove to be absolutely correct:

-	group columns, 2 ems of 8-point in width	Ems.
2	index columns, 21/2 ems of 8-point in width	5
1	stub column, 211/2 ems of 8-point in width	211/2
18	2-point rules	4 1/2
	Total	63

Although, to the uninitiated, the casting - at first glance - of this nineteen-column table might seem a really difficult proposition, the foregoing explanation should convince the most skeptical that it isn't - that it's even more simple than it looks; but then I selected this particular table from among many mainly on account of its simplicity and the opportunity its construction afforded for the "driving home" of my argument. The compositor will not find them all quite as easy as this one. There will be times when the matter in the box heading will be the chief factor in determining the width of the figure columns below; when the words in the box heading will have to be counted and some close figuring done in order to ascertain the minimum width (in ems) that these words will consume. Occasionally it will be found that the stub column or columns will have to be "squeezed," and the figure columns made of

	PLUG TOP	3A	CC	O,	A	N'	Y	QĮ	JA		TIT	Ύ,					
Number	то		FROM GROUPS (For Explanation of Groups, see Opposite Page.) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16														
Index		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
,	CLEVELAND DISTRICT.		-		er.	00	on	70	77	777	AR	44	90	48	48	48	52
2 3 4 5 6	*Head Miss Elizabeth " Leland " †Isenberg 4 Burdette " Welmot "	77 73 73 73 75 75	73 69 69 69 71 68	71 67 67 67 69 67	65 61 61 63 64	80 76 76 76 78 76	82 78 78 78 80 78	78 74 74 74 76 74	73 73 73 75 75	77 73 73 73 75 75	46 47 47 47 47 47	44 45 45 45 46 45	28 24 24 24 26 26 24	44 44 44 46 44	44 44 44 46 44	44 44 44 46 44	48 48 48 50 48

Showing the rough copy (reproduced on the preceding page) as it will appear in print when set by a capable "comp" according to the "cast" advised.

are sixteen, each of them two figures in width. As a "nut" or en quad on each side of the figures in these columns would hold them away from the rules and set them off to advantage, we decide to make them each two ems in width, there being nothing in the box heading to conflict with this arrangement. As there are sixteen of them, this means that the group columns will consume thirty-two of the sixty-three ems of the total width. Mark down this thirtytwo. The two index columns run to three figures each, and, in order to make them uniform in appearance with the group columns, we bear them off likewise a "nut" quad on each side from the down rules. This makes them each two and one-half ems in width. Twice two and one-half are five. Five added to thirty-two are thirty-seven. We make a note of this. There are nineteen columns, including the stub, on the page. This means eighteen rules. The rules are twopoint. Four of them are equivalent to one eight-point em, and such being the case, eighteen of them must mean that the "down" rules will consume four and one-half ems of space. We put this under the thirty-seven already used for the group and index columns and it totals up forty-one and one-half ems. In subtracting forty-one and one-half from sixty-three we have twenty-one and one-half left; and by letting this suffice for the width of the stub column, the sixty-three eight-point ems - the total width of the page -

various widths, especially on a "tight" cast. It should not be forgotten, however, that all columns should be cast to even ems or ems and half ems.

Whenever a "tab" with an even number of columns is encountered, it means that an uneven number of rules is required to "rule it up." In casting a table in eight-point with two-point rules, an uneven number of rules is bound to land the compositor either two points "overboard" or two points "shy" of even eight-point ems or ems and half ems, and consequently two points to the bad, one way or the other, in his cast. If "overboard," two one-point (instead of two-point) rules should be used in the first two columns; if "shy," a two-point lead should be run on the right of the stub column the full length of the page. In this way the two-point increase or decrease can be made.

A little practice at table-casting will make a compositor as perfect as the next man, be he foreman, assistant foreman or proprietor, if he has grasped the fundamental principles of the craft and knows how to "figure." It's something every "print" should be conversant with. If he can not get an opportunity to master it at the shop, then he should learn to master it at home, at his leisure. Believe me, there's been many a good foremanship that has hinged entirely on a thorough knowledge of how to cast a table expeditiously and well.

ACalendar I Happy Days

ot one happy day, but three hundred and sixty-five — a long year brimming over with happiness, is the wish which this Calendar brings you. May each day be happier than the day before, with new friends, new faith, new strength to make your fondest dreams come true.

he Christmas spirit thrills my heart. I linger by the Wayside and think of you. With pleasure I convey my feelings of friendship and good will. And I, in turn. dare to hope that you, too, may tarry long enough to think kindly of me and wish me well 3/2007

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involves an open secret, understood by
few — or by none
few — or by none
and unutterable
except in Christian
Science. Christ was not
born of the flesh. Christ is
the truth and life born of God
— born of Spirit and not of
mafter. Jesus, the Galilean
prophet, was born of the Virgin
Mary's spiritual thoughts of
Life and its manifestation.
God creates man perfect

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Finstead of a gem, or even of a flower, we could cast the gift of a lovely thought into the heart of a friend, that would be giving as the angels, I suppose, must give."

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From "The Printing Studio" of Bertram B. Udell.

Remember you do not have to fight, you do not have to to struggle, you only have to know.—Selected

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e Imperious with your pen and say, let there be thought, not let there be words.



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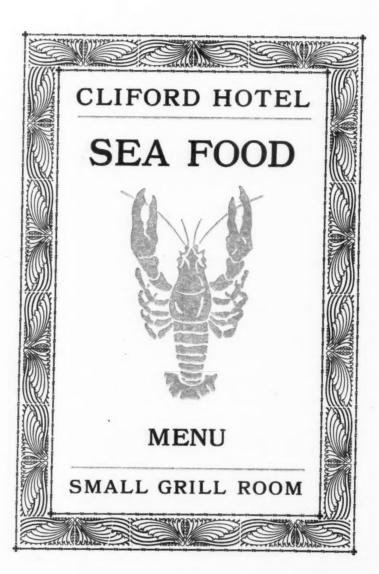
The Ninety-first Psalm

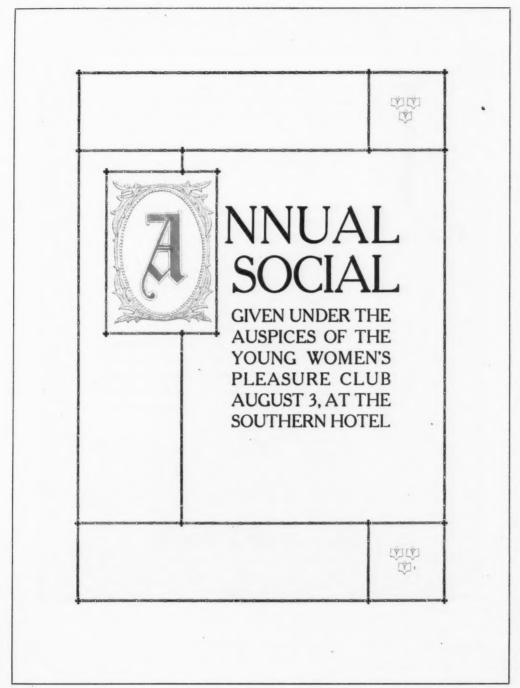
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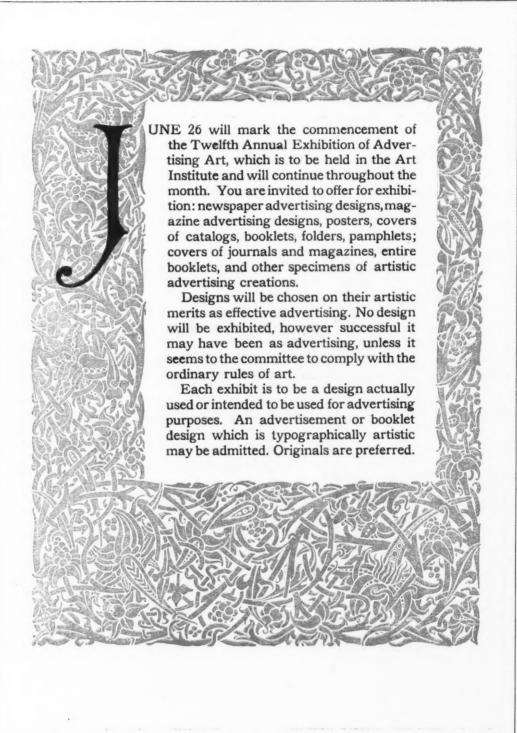
ACME PRINTERY
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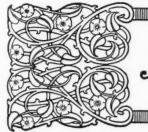
"QUALITY IS THE BASIS OF OUR SUCCESS."

He that dwelleth in the secret place of the most High shall abide under the shadow of the Almighty.

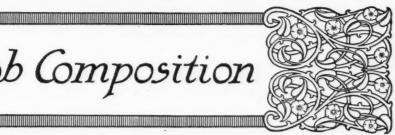








Job Composition



BY F. J. TREZISE

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examile specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expressions by this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Bertram B. Udell.

When a man calls his plant a "printing studio" it suggests either the raw amateur or the idealist. To brand a print-shop a studio, and, in the language of the day, "get

away with it," is no small accomplishment. For "getting away with it" necessitates a backing up of the studio phrase with deeds - a playing up to a high standard. However, it can be done.

Out in Wilmette, Illinois, an attractive suburb of Chicago, "The Printing Studio" is being conducted by Bertram B. Udell. Needless to say, Udell, not being an amateur, is an idealist. He not only has ideals, but he has ideas, and they are made a part of his product.

As far back as Udell can remember, printing had an attraction for him, and as a boy he longed for a toy hand press and outfit, but those were lean times, and his longing was never gratified. At the age of thirteen, however, he started in his printing career as devil on the Press, at Rantoul, Illinois, at the munificent salary of 50 cents a week. His duties were much the same as those of other beginners in country newspaper offices (Rantoul was then a town of about a thousand people), and he

soon learned to "kick" the jobber and feed the papers on a hand cylinder.

Finally they let him set type. His first stick took in the neighborhood of half a day, with another half-day to correct it. But he was happy and enthusiastic, and before long could set half a galley a day.

Then the two other employees — the foreman and the compositor - decided that they could, by getting along without Udell's valuable assistance, add 25 cents to each of their salaries - and he was "canned."

He managed, however, to do a considerable amount of piece work for the other paper — the News — at 25 cents a

thousand, but the News was gradually going the way that so many other papers had gone before it, and eventually reached the end.

When the News was finally down and out, Udell's father

bought it for a thousand dollars - a Washington hand press, a worn-out Gordon with foot-power only, some old type and a few odds and ends. The paper had a circulation of about two hundred. but after the first issue under the new management the subscriptions came in in bunches and soon an edition of eight hundred was being printed.

Salaries in Rantoul were not conducive to much high living. The elder Udell paid his foreman seven dollars a week. Another man in the shop was paid five dollars. Bertram, who had gone back to school, worked in the shop during all of his spare time.

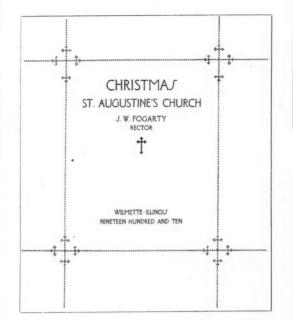
But the foreman "looked upon the wine when it was red "-perhaps, though, considering the seven a week, it might have been beer - and was at times unfit for duty. This finally resulted in young Udell leaving school and taking charge of the shop. He had never made up the paper or locked up the forms, but he soon mastered the boxwood quoins and beveled side-sticks. He developed a

taste in display printing and soon had both paper and jobwork much improved in appearance. He had his own troubles, however, and made his full share of blunders, not the least of which was forgetting to set his stick tightly, and on one occasion he commenced a galley of type with a seventeen-em measure only to find out when near the bottom of the galley that the stick had gradually spread and that the last lines were nearly twenty picas wide - a pleasant midnight discovery, with the job promised the next day.

A paper-cutter was a luxury not to be thought of at that time and they had their stock cut in Chicago - 114 miles away. Once in a while, when they were "up against



Bertram B. Udell. Photo by Misses Ray and Heine.





the Chicago Creditor's Association to collect all our outstanding accounts not paid to us by July 10, 1910. We earnestly hope you will make settlement of your account before that date. Thanking you for past patronage and with good wishes we are Respectfully yours FARRAN, WARD & COMPANY July 1, 1910

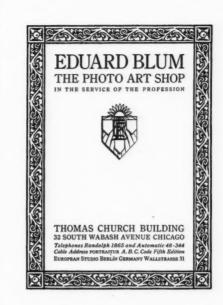
The Services Holy Communion 6.00	Poly Communion Secondary Poly Communion	Order of Services	Sermon Ascription Gloria
Holy Communion 7.30	Seven-thirty	1	Offertory Anthem, Awake Thou that Sleepest Staine
Matins 9.30	Processional Hymn, No. 114 German Kyrie, Service in E flat Eyre		CHORUS
Holy Communion and Sermon 10.30	Gloria Tibi, Service in E flat Eyre Gratias Tibi, Service in E flat Eyre		Awake, thou that sleepest, and arise from the dead, and Christ shall give thee light.—Ephesians 5:14.
Children's Evensong . 4.30	Sanctus, Service in E flat Eyre		Likewise reckon ye also yourselves to be dead indeed unto sin, but alive unto God through
THE REV. HOBART L. MARVIN	Benedictus Qui Venit, Service in E flat . Eyre Agnus Dei, Service in E flat Eyre Gloria in Excelsis, Service in E flat Eyre		Jesus Christ our Lord.—Romans 6.11. Let not ain therefore reign in your mortal body, that ye should obey it in the lusts thereof. But yield yourselves unto God, as those that are alive from the dead Romans
Pricet in Charge	Nunc Dimittis, Chant 142 Barry		6:12-13.
	Recessional Hymn, No. 110 Sullivan		Presentation of Alms
	Proper Psalms, 2, 5,7 and 111		Sursum Corda, Service in F Field Sanctus, Service in F Field Sanctus, Service in F
	1		Benedictus Qui Venit, Service in F Field Agnus Dei, Service in F Field
	Poly Communion	1	Glorie in Excelsis, Service in F Field
	Processional Hymn, No. 112 Worgan		Nunc Dimittis, Chant 142 Barry
	Introit Anthem, Christ Our Passover, MacFarlane		Recessional Hymn, No. 109 Sulliva
	Christ our Passover is sacrificed for us: therefore let us keep the feast, Not with old leaven, neither with the leaven of malice and wickedness; but with the un-		Evensiong Pour-thirty
	leavened bread of shoerity and truth.—: Corinthians 5:8. Christ being raised from the dead dieth no more:	******	Processional Hymn, No. 110 Sullivar Proper Psalms, 113, 114 and 116
	death heth no more dominion over Him. For in that he died, he died unto ain once: but in that He liveth, He liveth unto God. Ukewise reckon ye also yourselves to be dead	-	Magnificat in A major Staine Nunc Dimittis in A major Staine
	Indeed unto sin: but alive unto God through Jesus Christ our Lord.—Romans 6;11. Christ is risen from the dead: and become the first fruits of them that slept.		Creed — Prayers Hyrrin, No. 116 Rope
	For since by man came death: by man came also the resurrection of the dead. For as in Adam all die: even so in Christ shall all be made alive.—! Corinthans 13:22.		Offertory Anthem, Christ Our Passover
470-1	Kyrie, Service in F Field		See words on opposite page
"He is not here: De is risen	Gloria Tibi, Service in F Field	IRVING C.	Presentation of Alms
Come, see the place	Gratias Tibi, Service in F Field	HANCOCK ORGANIST 6	Benediction
Where the Lord lay"	Hymn, No. 121 Palestrina	CHOMMASTER	Recessional Hymn, No. 114 German

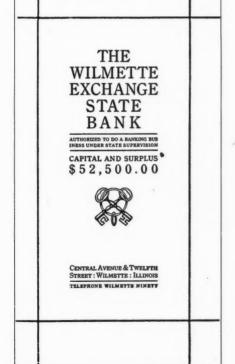
WILL lift up mine cyes unto the hills, from whence cometh my help. My help cometh from the Lord which made heaven and earth. He will not suffer thy foot to be moved: he that keepeth thee will not slumber. Behold, he that keepeth trate shall neither slumber nor sleep.

Garananan 3

HE Lord is
thy keeper:
the Lord is
thy shade upon thy right hand. The
sun shall not smite thee
by day, nor the mon by
night. The Lord shall
preserve thee from all
evil: he shall preserve
thy soot. The Lord shall
preserve thy going out,
and thy coming in, from
this time forth, and even
for evermore.









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From "The Printing Studio" of Bertram B. Udell.

it" on a rush job, they resorted to the straight-edge and the shoe-knife.

Later, however, a secondhand Cincinnati drum cylinder, a lever paper-cutter and a gasoline engine were added, and the presses were connected up with power. The old Gordon could not stand the pressure, however, and went to pieces, and a brand-new press, with a long fountain, took its place. Next a new building was con-

structed.

But Udell, who by this time had been married, was dissatisfied with his salary of seven dollars a week, and decided to make a change. A farmer, who had more money than good judgment and a son just out of high school, bought a country weekly in another county and turned the son and young Udell loose with it. They lasted about six or seven months, and then Udell went to Clinton, Illinois, where he took charge of the job printing and presswork for the Clinton Public.

Things were looking up for him in a financial way he was receiving twelve dol-

lars a week.

After he had been in Clinton for about a year, his father asked him to return to Rantoul, as manager of the plant, at a salary of fifteen dollars a week. This was too good to overlook, as fifteen dollars was about the largest salary in town.

Then came a fire which practically wiped out the business portion of Rantoul, including the plants of both papers. A day or two after the fire Udell went to Chicago and made arrangements with the Western Newspaper Union to get out the paper until they could put up a new building and install new equipment. He stayed in Chicago a week, getting out a fire edition, which contained a complete list of the losses along with five or six halftone views of the ruins and a map of the burned district. This edition was only a day later than the regular pub-

lication day, and they sold about four thousand copies. While in Chicago, Udell selected the equipment for the new plant, and when the new building was completed the concern was on a better basis than ever before.

But the visit to the city had created a desire for greater experience, and the call was too insistent to be resisted. So he came to Chicago. Of his first experience in a large

" Mind you, I thought I knew something about printing.

So I got letters of introduction to a number of good printers, and the friend who gave me the letters advised me try Hollister Brothers first. They put me to work in the composing-room. After the first day everybody in the place knew how green I was. However, I stuck, thanks to the big-hearted boys who knew the ropes and helped me to work off the rough edges." After six months on the job he

was handling some work alone and was considered a good helper to the printers. He had developed the very necessary faculties of minding his own business, keeping his records accurately, and being punctual

At this time Udell's father died and he returned to Rantoul and took charge of the News, which he managed for about eight months. He then turned it over to his mother and brother and returned to Chicago.

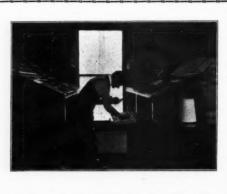
During the next few years Mr. Udell worked in several different offices in Chicago, both in the composing-room and as a salesman. He was also with Philip Ruxton, Inc., for a time, an experience which enabled him to learn much concerning color, the adaptation of the right ink to the paper, and the overcoming of pressroom troubles, all of which information is invaluable to him in his present position.

So here we have Udell at Wilmette, running "The Printing Studio" under this motto: "We believe in doing our work in a manner to reflect credit, not only upon ourselves, but upon those for whom we do it and upon the community in which the work is performed."

And he is making good. He says: "One of the principal things necessary in doing good printing is to improve the opportunity to do in each job the little something that comes to you by inspiration to make the work consistent, unique and attractive."

And that little touch of individuality is found in every

piece of work that leaves "The Printing Studio," for Udell is a craftsman in every sense of the word and possesses a thorough appreciation of what constitutes the best in printing. His work, as exemplified by the reproductions herewith and in the typographical insert, show a careful regard for the principles of design which underlie good typography. As the reproductions will show, Mr. Udell is a firm believer in the use of hand-lettering as a means of producing the exceptional in printing.







Some views in "The Printing Studio" of B. B. Udell. Photos by Misses Ray and Heine.



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Specimens



BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

CHARLES P. HAGER, Easton, Pennsylvania.— The menu is very handsome, the typography being carefully handled.

A. J. BAUMANN, San Francisco, California.— The work is all good and we have no criticism to offer regarding any of it.

PERHAPS the most noticeable characteristics in the typography of George L. Schuessler, of St. Paul, Minnesota, are the attractive panel

THE Modern Print Shop, Detroit, Michigan, has issued a series of desk cards, each one of which is nicely gotten up in colors and well printed.

G. GARRETT, Tacoma, Washington.—Both of the jobs are very clever in conception and have been well worked out. They should attract considerable attention.

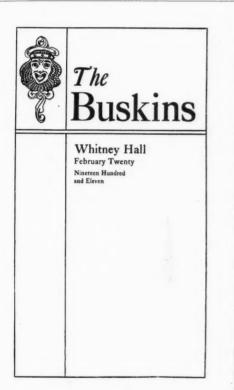
BUNKER PRINTING COMPANY, Kansas City, Missouri.—The removal announcement is a very clever arrangement, and is well handled, both as to typography and color.

FROM the Weekly Journal, Pennville, Indiana, has come a package of commercial specimens, all of which show an originality of design and a careful regard for details.

A PACKAGE of specimens from Harry MacMellon, St. Louis, Missouri, contains some interesting examples of work done in the printing-office of the railway mail service.

LAREW PRINTING COMPANY, Knoxville, Tennessee.—The leaflet is an excellent piece of advertising literature and is gotten up in a manner that admits of no criticism.

ROY M. BROWN, Grand Island, Nebraska.—The advertisement is unusually well arranged and carefully worked out in type. It should be very effective newspaper publicity.



By George L. Schuessler, St. Paul, Minnesota.

designs. These arrangements, pleasing in their breaking up of spaces and simple in treatment, add much to the otherwise excellent work. We show herewith reproductions of some of his designs.

 $\mbox{\sc John F. Glover, Morgantown, West Virginia.}--$ The specimens are all excellent, the cover for the booklet being especially good.

A CATALOGUE from the Palmetto Metal Company, Chicago, is nicely printed in black and green on gray stock, with an embossed cover.

A PACKAGE of specimens from The Escolta Press, Incorporated, Manila, Philippine Islands, contains some very interesting advertising matter.

BALL	~Program~	→ Program →
Given in honor	r. Waltz	re Walta
Association of	2. Two Step	12 Txo Seep
General Passen ger and Ticket	3. Waltz	15. Waltz
Agents	4. Two Step	14. Two Step
	5. Walts	15. Wales
	6. Two Step	16 Two Step
	7. Waliz	17 Waltz
	8. Two Step	18 Two Step
	o. Waltz	19. Walie
	to. Two Step	20. Two Step
ant Paul		

Interesting typography by George L. Schuessler, St. Paul, Minnesota.

P. H. LORENTZ, Buckhannon, West Virginia.— The specimens are all exceptionally well gotten up and call for no criticism. The program for the Easter ball is especially attractive.

FROM Arthur J. Buell, Great Falls, Montana, we have received a button issued by the Merchants' Association, and bearing the words "I buy at home." Owing to the fact that some of the merchants send out of town for their printing, the printers secured a hundred of the

A customer

recently commissioned us to create and produce the most handsome and effective booklet we knew how—to accomplish a specific purpose—with carte blanche as to cost. This involved an expenditure of about \$31,000, exclusive of distribution.

The point we wish to make is that those big, broadminded business men who want to accomplish big things go to THE features one considers in placing an order for printing are

QUALITY SERVICE PRICE

Quality: By that is meant suitable designing, engravings that faithfully reproduce, judgment in typographical style, accurate proofreading, type and illustrations well printed We are proud of our printing. It is something besides the mere setting of type and the making of impressions from it. It is our contribution to the making of advertising literature more effective.

"A catalog to be successful from a distribution standpoint is one which sells goods, promotes enterprises and wins prestige, reputation and good will. It is the dual function of such printing to hold your present customers and hasten belated ones. The truly effective catalog is one in which

Attractive envelope slips from the Trow Press, New York.

buttons and attached to each a little ribbon on which were printed the words "This includes printing, if you please."

CAREFUL typography, without undue ornamentation, is a feature of a package of small envelope slips recently received from the Trow Press,

THE March issue of *Progressive Publicity*, the house organ of the Republican Publishing Company, Hamilton, Ohio, is a most convincing piece of advertising literature. From the cover—a reproduction of which we show herewith—to the last page, the work is handled in a



Attractive cover, by Republican Publishing Company, Hamilton, Ohio.

New York. We show herewith reproductions of some of them, although the attractiveness added by the careful-selection of stock is necessarily missing. The Annual Meeting

of the Woodstock

Hotel Company
at the Woodstock Inn
Woodstock Vermont
on Tuesday Evening
November Fourteenth
Nineteen Hundred and
Eleven Eight O'clock

Twentieth Year

From the Elm Tree Press, Woodstock, Vermont.

faultless manner, the examples of platemaking and half-tone printing being especially good. The Republican Publishing Company is to be congratulated on the typographical dress of its messenger.

A BLOTTER from the Advertisers Printing Company, New York, is very nicely gotten up and printed in orange, black and gray, resulting in an excellent bit of publicity literature.

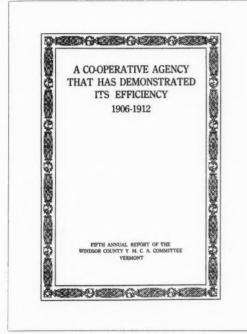
COWAN & BROOKHOUSE, Vancouver, British Columbia.— The work is all good, the cover-page of the booklet entitled "Five Acres and Independence" being especially satisfactory.

A REMOVAL notice in the form of a blotter, recently issued by the Williams Printery, New York, is attractively gotten up in three colors, both typography and color-scheme being excellent.

JOSEPH P. SABCZAK, Alpena, Michigan.—While all of the specimens are very good, the cover-page of the Congregational Brotherhood menu is especially pleasing. The arrangement is very clever.

J. Leo Cashion, Glens Falls, New York.—The letter-head is excellent, both in design and color, the breaking up of spaces and the grouping of the text matter being unusually well considered.

THE PARAGON PRESS, Montgomery, Alabama.—The booklet, "Selling by Print," is very nicely gotten up, and, with the exception of the fact that it is printed rather gray, we have no criticism to offer.



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From the Elm Tree Press, Woodstock, Vermont.

C. HARMONY, Sapulpa, Oklahoma.— The circular and enclosing envelope are very cleverly gotten up, and your introduction of the widely used "dawg" verse is very apt. The colors are especially good.

The Advertiser, designated as a magazine for the "live wire" and devoted to the interests of May & Tyner, printers, Houston, Texas, is gotten up in an attractive manner and contains much of interest.

SKINNER & KENNEDY STATIONERY COMPANY, St. Louis, Missouri.—
The booklet is very nicely arranged, although the color of the stock used for the cover is such that the legibility of the text is greatly impaired.

JOHN MCCORMICK, Troy, New York.—The booklet is very nicely gotten up, the color arrangement being especially good typographically; it is fully up to your usual excellent standard, and we have no criticism to offer.

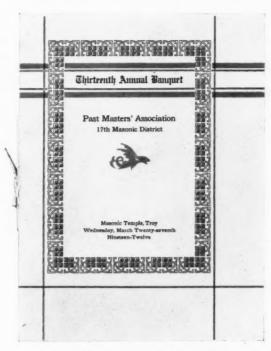
THE COMMONWEALTH PRESS, Worcester, Massachusetts.— The booklet and catalogue are among the finest specimens of this class of work that we have received, and we would congratulate you upon their excellent appearance.

THE Hawley Times, Hawley, Pennsylvania.—The work is nicely handled throughout, the recent banquet specimens showing a marked improvement over the first one. We have no criticism to offer on any of the work.

NICHOLLS PRINTING COMPANY, Helena, Arkansas.— Of the two blotters, we prefer the one printed in blue and yellow-orange, inasmuch as it is kept in but two type-faces and grouped in a simple manner that

makes it legible and easily read. The other blotter, with its four different type-faces and its division into a large number of groups, is not so pleasing. The other specimens are excellent.

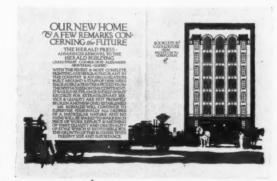
ONE always opens a package of printed matter from the press of Edward H. Lisk, Incorporated, Troy, New York, with the assurance that it will disclose something of unusual interest — and one is never disap-



By Edward H. Lisk, Inc., Troy, New York.

pointed. Among the most commendable work in a recent package is a menu for a banquet, a reproduction of the cover of which we show herewith. The original was in colors.

A BOOKLET of specimens by students of typography in the technical college of Christchurch, New Zealand, shows some interesting designs, although some of the work is rather more decorative than we would prefer to see.



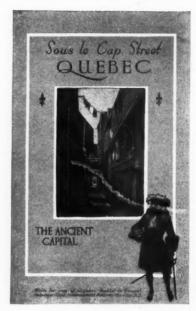
Announcement by the Herald Press, Montreal, Canada.

WITH a handsome announcement, printed in colors on hand-made paper and enclosed in envelopes to match, the Herald Press, Montreal, Canada, marks its removal to the Herald building. We show herewith a reproduction of two of the pages of the announcement.

BIRNEY MOORE, St. Cloud, Minnesota.—We would suggest that you endeavor, in the composition of cover and title-pages, to arrange them so that the widest and heaviest lines are at or near the top of the design. The fact that the page for Vath's Business College shows the widest line

THE INLAND PRINTER





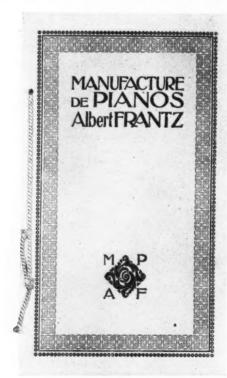


Attractive designs, by Grip, Limited, Toronto, Canada

at the bottom gives it the appearance of being built up from below, and throws the center of balance toward the bottom of the page. The other specimens are all excellent.

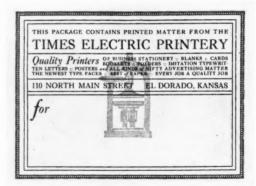
We are in receipt of a handsome portfolio of specimens from M. Coquemer, Paris, France. The work throughout is exceptionally well

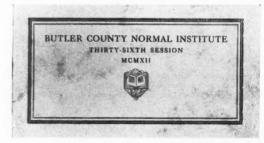
The most artistic of designs, together with high-class platemaking and printing, characterize the product of Grip, Limited, Toronto, Canada. A recent package of specimens contains some most excellent examples, reproductions of a few of which we show herewith.



Pleasing typography by M. Coquemer, Paris, France.

handled, as the reproductions shown herewith will indicate. The color combinations used on the various pieces of work are very pleasing and indicate a careful attention to this important feature of good printing.





Some specimens by H. Emmet Green, El Dorado, Kansas.

H. EMMET GREEN, El Dorado, Kansas.—While the specimens are all excellent, the cover-page for the Butler County Normal Institute and the package label for the Times Electric Printery are exceptionally pleasing. We show herewith reproductions of both of them.

FROM the Zeese-Wilkinson Company, New York, we have received a copy of "The History of Men's Raiment," an exceptionally attractive

booklet, gotten out for Strouse & Brothers, of Baltimore, Maryland. The work throughout is excellent, the color-printing being especially noticeable.

A CATALOGUE issued by Pawling & Harnischfeger, Milwaukee, Wisconsin, and devoted to lumber-conveying machinery, is nicely gotten up



Cover of catalogue of Pawling & Harnischfeger, Milwaukee, Wisconsin.

and well printed, the half-tones being especially good. We show herewith a reproduction of the cover, the original of which was in three colors.

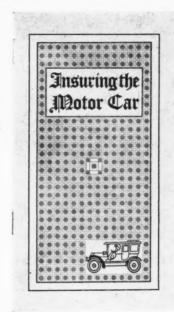
F. M. LESTER, Chicago, Illinois.— The advertisements are well arranged, although in one or two of them there is a tendency toward the use of too many type-faces. We would also suggest that as a usual thing the preservation of a symmetrical appearance by balancing the heading

on the center of the page rather than throwing it over to one side is desirable, especially when the balance of the advertisement is centered.

A BOOKLET designed and printed by the Hoeflich Printing House, Philadelphia, Pennsylvania, for the John B. Stetson Company, is an excellent example of high-class printing and embossing, the cover bebing especially striking.

M. E. MILLER, Fairmont, West Virginia.— The booklet of letter-head specimens is nicely gotten up and contains some exceptionally good examples of commercial stationery. As a matter of personal taste, we would prefer the text on the cover in some color other than gold, as the latter is not easily read except at certain angles.

J. G. Parks, Simpson, Texas.—While congratulating you upon the clever originality manifested in the two designs sent for criticism, we would suggest that inasmuch as your material is not in a satisfactory condition you confine the work to more simple designs. The use of an orange-brown in the place of the yellow-green would have given, in both cases, a more pleasing result.



An attractive cover by Stutes, of Spokane.

SPECIMENS from E. W. Stutes, Spokane, Washington, show the same originality of design and eleverness of conception which have characterized former work from this source. Typography, color-schemes and presswork are all that could be desired.



PARIS, le

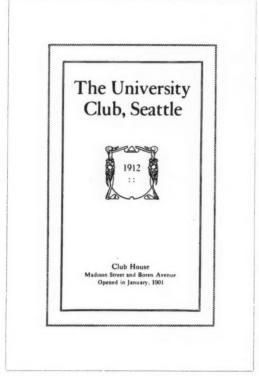
PEARL PRINTING COMPANY, Washington, Missouri.—The work throughout is satisfactory and we fail to note anything which calls for criticism. The typography is neat and tasty, and the presswork and colors are well handled.

FROM Eric Peterson, Fort Wayne, Indiana, we have received a copy of the Seventh Annual Report of the Board of Park Commissioners, and find it an exceptionally well arranged book, the typography and presswork being of the very best.

T. A. Hussion, Jr., Galveston, Texas.—All of the work is quite in keeping with your usual good standard and we have no criticism whatever to offer regarding any of the specimens. They are the acme of good taste in typographical design.

The Breckenridge News, Cloverport, Kentucky.— Both of the jobs are well handled, although we would suggest that where the rules are not in good condition a simple border is preferable to an elaborate one in which the poor joints are conspicuous.

Among the contributors to this department whose work always contains something of unusual interest is A. R. Wilkins, of Seattle, Washington. A late package of his specimens shows excellent designs coupled with good selections of colors and careful presswork. We show herewith reproductions of two of the pages.



By A. R. Wilkins, Seattle, Washington.

A PACKAGE of commercial specimens from N. P. Eby, Waterloo, Iowa, contains some excellent arrangements, all of which are beyond criticism. A careful regard for simplicity of design, together with good color combinations, characterizes the work.

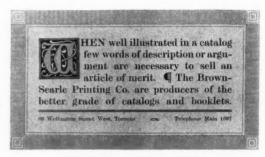
J. W. Short, Toronto, Ontario.—All of the work is nicely handled, the cover-page for the Port McNicoll booklet being unusually good. We would suggest, however, that the last line in the center panel be centered rather than so widely letter-spaced.

O. L. LILLISTON, New York.—The blotter design is very pleasing, especially when worked up in colors on the gray stock. We would suggest that in work of this kind you use a smaller letter, thus avoiding so many "tied" letters and also allowing the round-letter forms such as the "O" to be made full rather than condensed.

FROM Woodstock, Vermont, where is located the Elm Tree Press, comes some of the most attractive printed matter that reaches this department. With a careful appreciation of what constitutes good typography and a discriminating taste in the selection of paper stocks the

one responsible for the product of the Elm Tree Press—we have yet to learn his name—has achieved most excellent results. We show herewith reproductions of some of the specimens.

A PACKAGE of commercial work from Ernest E. Adams, Toronto, Ontario, contains some excellent type arrangements. We show a reproduction of a card, the original of which was in green and violet on indiatint stock, and was very pleasing.

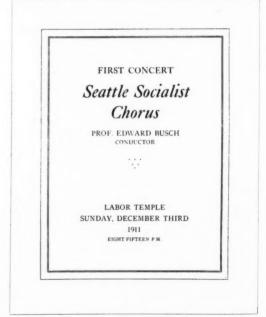


By Ernest E. Adams, Toronto, Canada,

THE Maryland Eagle, a little magazine edited, printed and published monthly on board the United States armored cruiser Maryland, is nicely arranged, the copy now at hand having an attractive hand-lettered cover with the inner pages printed in colors.

BEN WILEY, Charleston, Illinois.—Your work is excellent, and we would especially compliment you on the desk-card for the Charleston Daily Courier. A little stronger display at the top of the cover-page for the furs-and-wraps booklet would be an improvement.

COMMERCIAL specimens from Targer W. Lee, Fargo, North Dakota, show a careful appreciation of the value of simplicity in design and are excellent throughout, the fact that but few type-faces are used in any one piece of work adding not a little to the generally good results.



Page by A. R. Wilkins, Seattle, Washington.

G. E. FORD, Columbia, South Carolina.—On the title-page of the theological seminary bulletin we would suggest that you place the words "Columbia Theological Seminary" in two lines, thus avoiding the noticeable lack of shape harmony which results from the use of the extra-condensed letter. The work in general is well handled, and the amount of time spent on the various pieces of work, with the possible exception of the letter-head in panels, is very small.



NO. XIX .- BY W. E. STEVENS.

Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Type-faces - Continued.

ITALIC.

Continuing the study of italic types, we will next explain a system patented by Barnhart Brothers & Spindler, of casting italics with an avoidance of kerns or overhangs. This "offset" body, as it is called, gives a solid support to all parts of the face and renders the breaking of projecting portions impossible, while permitting close fitting of the

FOUR VIEWS FOUR VIEWS

Fig. 89.— Illustrating Barnhart Brothers & Spindler offset body; a means of avoiding kerns or overhangs in italic types.

characters. In Fig. 89 the difference between this body and the ordinary straight body is illustrated.

"The offset is cast in all bodies of twenty-four point and larger. It is a certain number of points in its projection, and the recess on the opposite side is the same in depth. Vertically each occupies one-third of the body's height. The amount of offset, of course, varies with the different bodies. Fillers are supplied to square out the body at the ends of lines and words."

The Adstyle Italic shown in Fig. 90 is considered by Barnhart Brothers' & Spindler as one of their best produc-

ABCDEFGHIJKLMNO PQRSTUVWXYZ&Th?-! abcdefghijklmnopqrst uvwxyzff\$1234567890

FIG. 90.— Adstyle Italic. Produced by Barnhart Brothers & Spindler.

tions. The uniform, harmonious and legible characters make this face desirable for any class of work.

Attention is called to the construction of the lower-case z. It will be seen that the elements are transposed from those in the capital, having heavy elements top and bottom

and a light slanting element. The effect, however, is not displeasing, as the letter carries a good color.

Another pleasing and interesting production of Barnhart Brothers & Spindler is the Mazarin Italic (Fig. 91).

ABCDEFGHIJKLMNOP QRSTUVWXYZ:&:!'?\$\$ abcdefghijklmnopqrsftuv wxyz1234567890

Fig. 91.— Mazarin Italic. Produced by Barnhart Brothers & Spindler.

The general effect of these types is that of angularity and squareness. All the characters have been cut in such manner that the slant of the letters is very pronounced. Note the accenting of the letters O and Q, and the construction of the dats

In Fig. 92 is shown the Hearst Italic, a very pleasing production of the Inland Type Foundry (now owned by the American Type Founders Company). Where a bold,

ABCDEFGHIJKLMO NPQRSTUVWXYZ& abcdefghijklmnopqrst uvwxyz?123456789

Fig. 92.— Hearst Italic. Produced by the Inland Type Foundry.

informal effect is required, this type-face is very desirable. It is widely used as a display type in ad.-work.

The Cheltenham Old-style Italic shown in Fig. 93, produced by the American Type Founders Company, is one of the most approved italics for all kinds of work. To produce decorative effects a number of "swash" letters, both capitals and lower-case, have been cut, as will be seen in the illustration. If judiciously used, these characters may be arranged to produce very pleasing and artistic results.

As in the Adstyle Italic, we find in this italic a transposition of elements in the lower-case z. Another italic into which many "swash" letters have been introduced is the Pabst Italic (Fig. 94), which was also produced by the American Type Founders Company. It was designed by F. W. Goudy, of New York city, who

AABBCDDE&FGGHIJ KLMMNNNOPPQQuR RSTTUVUWXYZ&C abc&tdefghbijJklmonpqrrstuv vwwxyyz\$!?ff123456789

Fig. 93.— Cheltenham Old-style Italic. Produced by the American Type Founders Company.

has established an enviable reputation as a letterer and designer.

We find in this italic that both the capital and lowercase z's are formed with a transposition of elements, and

AABBCDDEFGGH IJKLMMNNOPPQ QuRRSTTUVWX YZ&abcdefghijklmnopqr stuvwxyz\$£ff1234567890

Fig. 94.— Pabst Italic. Produced by the American Type Founders Company.

also that the ascenders on the lower-case forms are very high.

The Century Expanded Italic, shown in Fig. 94—another production of the American Type Founders Com-

ABCDEFGHIJKLMNO PQRSTUVWXYZ&abc &tdefghijklmnopqrs&ttuvx wyz\$?!fffiffi1234567890

Fig. 95.— Century Expanded Italic. Produced by the American Type Founders Company.

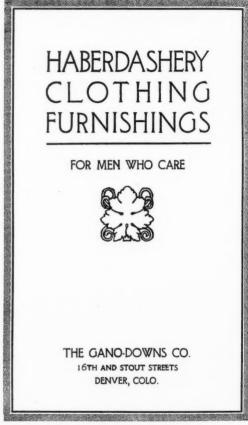
pany — is very interesting as a modernized old-style italic and because of the drawn-out element endings in the lowercase characters.

Results of the Denver Monthly Contest for Apprentices.

In the fifth monthly contest held for apprentice members of Denver Typographical Union, No. 49, Norman P. Geyer, with the Smith-Brooks Printing Company, received first prize; Earl E. Scheiman, with the McGuire Printing

Company, second; Roy Bridgewater, with the Majestic Printers, third.

We reproduce herewith the first-prize specimen, and wish to compliment Norman on the excellence of this page. It is a beautiful example of tone harmony, shape harmony, balance, proportion and simplicity.



PRIZE-WINNING PAGE.

Set by Norman P. Geyer, in Apprentice Contest, conducted by Denver (Colo.) Typographical Union.

Wm. C. Doyle Addresses Printers' Apprentices of Washington, D. C.

At the April meeting of the Printers' Apprentices' Association of Washington, D. C., William C. Doyle, formerly of the Bureau of Printing in the Philippines and at present employed in the Government Printing Office at Washington, gave a very interesting talk concerning the Philippine Islands, their physical geography, and the manners and customs of their inhabitants. In the course of his remarks he said: "The Philippine Islands are indeed a land of contrast. Every element which goes to make up the life of the native is extremely opposite: the weather, which in the daytime is extremely hot, at night is cool and balmy. The customs and language of those living in the highlands are different from those living in the lower altitudes, and, in a great many respects, are the reverse of our own country's conditions, both geographically and socially.

"In the Philippines the employer has a very hard time obtaining help, as the country is ideal for the idler, inasmuch as he can live upon the native fruits, build his house of bark, and weave his clothes from the fiber of the various

fruit trees, work at which the native woman is adept. The demand in the United States far exceeds the supply for this cloth because of the scarcity of native help caused by the easy obtainance of living supplies and facilities spoken of."

In concluding his remarks Mr. Doyle said he hoped no member of the association would think about going there, as too many opportunities await the young and ambitious printer in the United States.

A Thin Space.

In the "heat of exasperation" A. Jack Crockett, an apprentice with the Panhandle Printing Company, Amarillo, Texas, composed the following poem:

I've seen ye printers,
Both bold and brave:
I've seen ye printers,
Both jolly and grave.
But I've yet the printer
To look in the face
Who can easily pick up
A copper thin space.

Wet your finger, Jack.

h

WRONG FONT.

An irate patron of a restaurant called a waiter to him and said: "I found a needle in this soup. What does it mean?"

"Beg pardon," said the waiter, who used to be a proof-reader, "that's a typographical error. It should have been a noodle." — Ex.



William and Nelda,

Twin babies, copyrighted by W. E. Stevens, Assistant Instructor, Inland Printer Technical School.

"B. L. T." PICKUPS.

IN GOOD FORM.

Our esteemed fellow townsman, A. C. Millward, laid a dozen eggs on our table to-day.—Gary (Ind.) Post.

SOMETHING TO THINK ABOUT.

While spending your income for your wife and children, don't forget your widows and orphans. See Seifert & Son, Stern building.— Quincy (Ill.) Herald.

THE HUSKY IOWA GENTILITY.

Good reliable steady husky lady wanted to learn coat making and work up to be forelady.— Des Moines (Iowa)
Tribune.

BOKOO BOSSIE, CREDE MIHI.

For Sale—A full-blooded cow, giving milk, three tons of hay, a lot of chickens and several stoves.—Wichita Falls (Kan.) Times.

THE POWER OF THE PRESS.

It is doubtful whether Medlin will recover as the extent of his injuries could not be found before going to press.—

Joplin (Mo.) News-Herald.

NEEDED BUTTONS, POSSIBLY.

Mrs. Frank Lewton returned on Tuesday morning, from a shirt visit with her husband at Carrollton.—Salineville (Ohio) Review.

A MEMORABLE YEAR.

L. D. Whitton was born in Scott county, Kentucky, in 1863, the year Abraham Lincoln issued that famous document, the Declaration of Independence.—Centerville (Iowa) Iowegian.

THE HAM WHAT AM AND THE HOGE WHAT WERE.

Ham-Hoge — Married, at 4 o'clock, Leon R. Ham and Miss Una A. Hoge, of this city.— Illinois State Journal.

TOOK 'EM OFF TOO SOON.

Thirty cars of the Chicago Railways Company and thirty-three of the Northwestern Elevated Company were found so cold between March 6 and March 10 that suits have been recommended by Dr. Young.— Chicago Journal.

BEING CAREFUL TO KEEP YOUR FEET OUT OF THE PIE.

Bake in a moderate oven, and brown the pie by sitting on the top shelf of the oven.— Englewood Cook Book.

BUT WHERE WOULD BABY COME IN?

Wanted — Girl to take care of baby and bell boy from 16 to 22 years. Inquire at once. Manhattan Café.— Aurora (Ill.) Beacon-News.

WHERE WILL THEY SIT?

Boarders wanted. Can accommodate two more first-class boarders. Mrs. L. H. Brown. No vacant chairs at her table.— Kenosha (Wis.) News.

NEXT TO NATURE'S HEART.

Gentleman wishing country life may have use of my poultry-houses. Particulars, 7594 Outlook.—The Outlook.

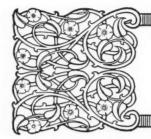
WHY OAK PARK HAS NO SERVANT PROBLEM.

Wanted—A girl for general housework; good cook; references; large room with batch; man to assist with work; good wages.— Oak Leaves.

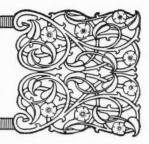
TIME HUNG HEAVY ON HIS HANDS.

Ort W. Ford has been laid up from the effects of a strained back, sustained from lifting some time in January.— Warsaw (Ind.) Times.

- Line-o'-Type or Two, Chicago Tribune.



Proofroom



DV P HODACE TEATT

Questions pertaining to proofreading are solicited and will be promptly answered in this department.

A Theory of Word-division.

H. H. E., The Dalles, Oregon, writes: "I am interested to know if you can quote any English authorities in support of the theory of word-division advanced by you in answer to the letter of J. W. B. in the March number. It seems that I also need enlightenment on this subject, although during the past fifteen years I have worked with English-speaking printers of five countries."

Answer .- The theory questioned was this: "Correct division in all such cases gives such part of the word on the first line as to leave no doubt in the reader's mind as to the part that follows." I can not quote any authorities that say this just as I said it. I voiced an opinion, however, in words of my own, very much in keeping with one expressed by Horace Hart, printer to the University of Oxford, in "Rules for Compositors and Readers at the University Press, Oxford," thus: "The principle is that the part of the word left at the end of the line should suggest the part carried over." Authorities (in print) are all too meager on the subject of dividing words, and they vary greatly in their decisions. Mr. Hart dismisses the matter with only about two hundred words, including thirty examples, leaving the rest to analogy or the dictionaries. He, in common with other rule-makers, leaves various kinds of words unmentioned, consequently unprovided for in his rules. He contradicts himself analogically by prescribing among his examples the two divisions pun-ish and philo-sophy, of which the first is right and the second wrong according to his principle. Possibly better would be, "The part in the first line should not be misleading." See the answer to J. M. C. in this department.

A Common Misuse of Singular Verbs.

L. H. I., Fruitvale, California, evinces a continuing interest in these notes as follows: "I read your comment in the last issue, which seems to contradict your former opinion in a way. Possibly the discussion inclosed will interest you."

Answer.— The inclosure embodied some results of the correspondent's research as to the question of grammar for which he quoted my answer, published in April, 1903. He wrote no objection to having it printed, and it will interest many. A correspondent wrote: "Is 'has' correctly used in speaking of one of the most artistic calendars that has been issued?" The answer was: "Strictly, according to grammar rules, 'have' should be used; but usage is almost universally in favor of 'has,' notwithstanding the violation of rules." Last month's answer to a similar question was: "'Mares that have been offered' is the correct form. I can not imagine a grammar-book saying that it is right to use a singular verb with a plural noun. Yet

the error is frequently made in sentences like the one in question, presumably through suggestion from the form 'one of the mares,' one being mistaken as the object of the verb instead of its real object, mares." These two answers do not seem to me contradictory. Almost universal was a little too strong; but I have not seen such a sentence in print since receiving the comparison that did not contain the error, therefore it surely is frequent. But if the two answers were more contradictory it need not be surprising. St. Augustine wrote a book called "Retractations" purposely to contradict some of his former assertions. Our correspondent finds that Scott, Thackeray, Dickens, Irving, Howells, Ruskin, Addison, Emerson, and others use the singular verb, and that the plural verb is used by Macaulay, Lecky, Holmes, Lowell, and Matthew Arnold.

A Division in Dispute.

J. M. C., Los Angeles, California, writes: "Will you please answer a few questions? I am not a full-fledged printer yet, and I have worked for two different bosses now, who have called me for dividing the noun produce the way I do. I insist upon the word being divided with the d on first syllable, as in the dictionary; they say the d goes on the last syllable, as in the verb produce. My present boss says the g in progress (noun) goes on the last syllable, and on showing him the dictionary he says the dictionary is not the place to look for the division of words. The words cooperate and reelect are not used with hyphens any more — are they?"

Answer .- The best way to divide words seems open to many differences of opinion. Once upon a time there was a very common understanding that it was practically universal in Great Britain to "divide on the vowel" in such words, pro-duce, pro-gress (the nouns), but in America the commonest practice was "on the consonant," prod-uce, prog-ress. British practice has altered considerably since then, though it still has much more of the old-time dividing than any American print has. When an editor was asked how he would divide words, he answered, "On the syllable," and evidently thought he had given a full answer. But none of the people concerned would answer otherwise. The trouble is that some people think prog and prod are the first syllables in these two nouns, and some think pro is the syllable. Well, the syllable actually is all that is included in the initial part of the word before there is a turn away from one sound and into another. Pro naturally spells a sound with the vowel as in no, and therefore may be slightly misleading as the first syllable of a word like product or the noun progress. It is the first of the verb progress or produce. Prod and prog spell syllables containing the vowel sound heard in not (can not spell anything

else), therefore show instantly just what word it is that is divided, or at any rate what the first sound of that word is, unmistakably. Product is composed of the two syllables prod and uct, just as plainly as Sunday is sun and day. Notwithstanding the fact that some people insist on having pro-duct, pro-gress (noun), they are errors according to the only proper basis of division, which is sound, not etymology. This is the proper basis because it is only the boundaries of sounds that bound syllables, and any other division into elements is elusive. The vast majority of people do not know etymological elements, and they may know sounds much more easily. There was a time when the objection to the dictionary had some foundation, but that time has gone. Word-division is a special feature of the latest dictionaries, and the new Standard Dictionary, soon to be published, will contain a system of word-division that will leave nothing questionable to those who will listen to reasoning that straightens and simplifies all of it. The use of the hyphen in the words mentioned at the close of the correspondent's letter was never common; it was only a use coincident with that of the dieresis. That is, some people used one form, some the other, and some people ignored both markings and wrote plain solid words, like zoology. It is impossible to tell whether there has been much change in practice. My choice as best is of the dieresis, reëlect, zoölogy, etc. In fact, I would not allow anything else in work under my control.

Written for THE INLAND PRINTER.

GRAMMAR AND PROOFREADING.

NO. XII .- BY F. HORACE TEALL



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NY reader who may think that lack of material enforces our inclusion of adverbs, prepositions, and conjunctions in one of these papers is referred to various books of grammar, and especially to Fernald's "Connectives of English Speech." That book treats also relative pronouns, but these have been noted in a preceding

paper of this series. Fernald deals with only a certain class of adverbs, which he calls "relative or conjunctive adverbs," because they approach very nearly the nature and use of conjunctions. In a general sense all these words may be properly called connectives, but in a grammatical classifying sense only the conjunction is strictly connective. Even when adversative, or serving to show contrast or opposition, its function is connective, and that is why it is called a conjunction. It connects two or more words, phrases, or clauses, usually names or implying names, as of actions, while the preposition expresses a relation determined only by the following word, as when we say he came to or came from a place, the choice of the word to use depending on the particular sense to be expressed. Likewise the adverb is usually a modifier, not a connective, except when it is properly used as a conjunction is.

But here we come near to a departure from our special purpose, which is inquiry as to how far a proofreader is concerned with correction of grammar, not that of making a treatise on grammar. Our logical beginning here is with adverbs.

It is sometimes difficult to determine whether an adjective or an adverb is proper to a certain construction, but, fortunately, not often. Most frequent among errors in this choice is that of choosing the wrong word to modify the verb to be or any of its conjugational words, as am, are, is, or a verb that is of similar nature, like feel. Thus we say I am well, I am happy, I feel well or sick or ill, and

no one would say I am happily or I feel sickly. But many people do say I feel badly, and insist that it is correct, and may even be able to cite some so-called grammatical authority in support of that opinion. All dictionaries, and at least a majority of grammarians, tell us to say I feel bad, not badly. This is because the sense to be conveyed is that I have bad feeling, not that I perform an act of feeling in a bad manner.

What is the proofreader to do when he finds this wrong use in his copy? Or is one to make it wrong when his copy is right, by substituting the adverb for the adjective? Certainly the weight of authority and of correct usage supports the decision of propriety here made. If a proofreader feels sure that whatever he does will be accepted as right, of course he may make his own decision without fear. It is only when a higher authority may differ with him that he may have to do what his own sense of right does not justify. If, having suggested a correction, he finds that suggestion rejected by one who has the right to decide, especially if that one offers any support of his decision, the proofreader may far better yield without further protest, even when he is sure the decision is wrong.

In general, if a proofreader thinks an adverb (or any other word) should be changed, and is not sure that he has at command a good argument or good authority in support of what he wants, he should secure such support if he is not willing merely to submit his suggestion and accept the first answer whatever it is. The dictionary is, of course, the most convenient source of information, and it is a pity that even scholarly men may consult it and get a false impression, as through failure to read enough, especially in cases where part of the intended decision is given only in a quotation. A case in point occurred in the writer's experience. Correcting an editorial proof of an article containing a series of statements which its writer had enumerated as firstly, secondly, etc., he changed firstly to first, and the change was objected to by the writer, who appealed to another editor. This third man opened the Century Dictionary and reported that it sanctioned the use of firstly. He came to this conclusion from the mere fact that the dictionary defined the word, and he failed to perceive that the definition was followed immediately by a quotation from De Quincey in strong condemnation of the use.

This suggests another point that proofreaders should keep in mind, that adverbs do not always have the distinctive adverbial ending that usually changes an adjective into an adverb. Sometimes the unchanged form of the adjective is used, and thus becomes what is called a flat adverb. Thus slow and slowly are both good, but who ever heard or read fastly? Flat adverbs are not abundant, however. When in doubt, consult the dictionary.

Practically all possible errors in the use of prepositions and conjunctions consist in the wrong choice of words. Each word has its own special meaning or application that will fit in its own place and not properly in any other. No grammatical distinctions are made, except that some conjunctions are coördinate and some are adversative, which means simply that, while they all serve to connect, some of them merely couple together what precedes and what follows, while others connect for the purpose of contrasting.

Here again are often encountered uses on which opinions differ, sometimes with as much authority on one side as on the other. Evidently, it must often happen that the proofreader can not take any liberty without risk, and should not venture to make any change without knowing that he is prepared to show that his way is better than the other. And even then he is much safer if he knows that his author or editor is not strongly opinionated in favor of the

other choice. In a large majority of cases his safety and comfort lie in following copy, whether he thinks it is right or not. A typical instance will illustrate this. Many people, especially Englishmen, always say that one thing is different to another, and are so thoroughly accustomed to this form that they can hardly be persuaded that it is wrong. In reason and common sense their language would be just as good if they said accustomed from this form; the substitution of from for to is no worse than that of to for from, except that the latter is frequent in literature.

Many passages in the book mentioned above are worth quoting, but we must be satisfied with one, on a subject that will probably never be settled universally, the split infinitive. The decision there is too much in favor of its use: "A usage which is often severely criticized is that of the split or cleft infinitive; as, to suddenly fall. Abstractly there seems no more objection to the split infinitive than to the split indicative. We say, 'The value will greatly increase,' and it seems every way as rational to say, 'The value is sure to greatly increase.'" Very true; but increase greatly is much better in each instance. These examples are poorly chosen. Occasionally, but not often, the placing of an adverb between the parts of the infinitive assures an unmistakable sense not otherwise so clear.

(To be continued.)

ELECTRICTALK, NEW LANGUAGE, BEWILDERS THE LAYMAN.

Every business has its own language and nomenclature. The average Wall-street operator, for instance, can tie a neophyte's brain into hard knots in the course of a few moments' conversation on fiscal matters. But the business which presents itself to the layman as the most hopeless riddle is electrical manufacturing. Dr. Schuyler Skaats Wheeler, president of the Crocker-Wheeler Company, of Ampere, New Jersey, recently deplored in a public utterance the spirit of opposition which has grown up between the electrical engineer and the world at large.

"You can not talk in electrical terms to the average layman," he said, "without scaring him to death. The mention of anything so abstruse as induction coils is sure to set his wits to wandering. A certain method of immediately losing your auditor's attention is to make use of a technical term."

Electricity, like Browning, is not difficult to understand if you approach it fearlessly, undaunted by the "Electrictalk" which has been coined during the last couple of decades. There is a definite, logical reason why each one of the terms is in use, and in another decade they will be as familiar to that part of the public which is interested as automobile talk is fast becoming to the public at large. At present "Electrictalk" makes the average man feel that "be it ever so uhmble there's no place like ohm."

The units of measurement are the basis of "Electric-talk"—amperes, volts and watts. Ampere is the name of the Frenchman who discovered how to measure electric current. The unit of measurement was therefore called an ampere, in acknowledgment of his valuable discovery. Electricity may be best compared to water flowing through a pipe. The volume, or gallons, of water correspond to the volume, or amperes, of electricity. But water may flow at greater or less pressure. A thousand gallons of water flowing through a pipe at one-pound pressure to the square inch would just dribble out at the end. Under a thousand pounds pressure to the square inch it would shoot out of the pipe with fierce energy. The number of pounds of

pressure under which water is flowing corresponds to the number of volts of pressure under which an electric current is flowing.

The energy with which water flows out of a pipe is the result of the volume of water and the pressure under which it is flowing. Every one has noticed how much faster water flows out of a faucet in one place than it does out of a faucet in another. The quantity of water which flows out of the faucet depends upon the water pressure in that particular locality. In the same way the quantity of electricity delivered over a single circuit is the product of the volume (amperes) multiplied by the pressure (volts). The electrical term for the energy thus generated is watts. A thousand watts are called a kilowatt, as this term is part of the metric system.

In order to understand just what a kilowatt is, it is necessary to ascertain what it will do. We know that a stream of water of a given volume flowing at a given pressure into a turbine will generate a certain quantity of horse-power of energy. A kilowatt is the mechanical equivalent of one and a third horse-power. Electric-lighting circuits usually carry 110 to 120 volts. An ordinary carbon sixteen-candle-power lamp takes a little less than half an ampere in volume, and consequently consumes about fifty watts of current. As a thousand watts are equal to one and a third horse-power, fifty watts are equal to less than seven hundredths of a horse-power. A tungsten twenty-candle-power lamp takes less than a quarter of an ampere, or about three hundredths of a horse-power.

It is interesting to remember in this connection that a horse-power is actually based as a measure of energy on the amount of power that could be produced by a horse. In the old days before wheels began to be turned by steam they were turned by a horse walking on a treadmill. When the ingenuity of man had discovered steam power it was necessary to have a measure that would convey what it could accomplish in terms then in usage and understood. The man with a steam engine to sell said, in substance, "My steam-engine can do more than ten of your horses." Hence the expression ten-horse-power engine. The man with the steam-engine found it necessary, however, to be overconservative in his statements in order to spread belief in his new-fangled machine. He understated, therefore, the amount of work that his steam engine would perform, so that a mechanical horse-power is actually a good deal more than a horse on a treadmill can really accomplish. In the same way manufacturers of electrical machinery have found it necessary to rate their machines exceedingly low. The rating of a machine is its capacity to develop a certain power at a certain speed. In other words, popular incredulity has affected scientific terms to such an extent as to render them not strictly accurate.

HIS BAD BREAK.

The brothers Eckstein were being entertained by one who was anxious to avail himself of their financial acumen. But, as ill luck would have it, the talk veered to other things. "Do you like Omar Khayyam?" thoughtlessly asked the host, trying to make conversation.

It was the elder brother who plunged heroically into the breach. "Pretty well," he said, "but I prefer Chianti."

Nothing more was said until the Ecksteins were on their way home.

"Ikey," said Abe, breaking a painful silence, "why can't you leave things that you don't understand to me? Omar Khayyan ain't a wine, you chump; it's a cheese! "—National Bulletin.



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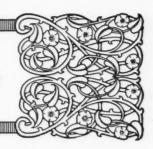
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Productive Efficiency



BY R. T. PORTE

It Takes Time.

You can't reform the world in a minute. When an idea has been engrafted on a nation for centuries — when every basis of figuring or accounting has always been upon the one unit — and we suddenly evolve an entirely new idea, it is useless to think that every man is going to grasp it immediately and become reformed. And it is not always possible to make those who claim to see it live up to the idea.

There is no better illustration of this than the old idea that the wage paid the man makes the high or low cost of the product. Every system of cost accounting up to a few years ago has been based upon the sole unit of the hourwage paid labor! The higher the wage, the bigger the overhead; the lower the wage, the smaller the overhead — this was the position taken.

When, suddenly, it was discovered that time should be the unit—not the wage paid—with the modern cost system based on the hour sold, every hand was at once against it. "There can be no such thing," seemed to be the almost universal cry. Yet to-day all are getting ready to adopt the new idea, and forget the old, time-worn, out-of-date basis of wage rate. The reason is that it is slowly but surely being demonstrated that the wage rate is but a small element in the average cost, and the other elements too long have been forgotten.

But the battle is not won. The fight for correct principles must go on, and the great weapon to fight the battle must be efficiency.

Plants that have put in the hour-cost system have soon found the great leak of low wage and small product, and have been quick to realize that they must change their method of doing business. In seeking for a solution, they have found the only correct one: a greater product, even at a higher hour-cost. This means a cleaning-up process, a straightening of things—the raising of the wage and greater efficiency, and the workman who can produce given the right chance.

And, perhaps as startling as anything, it has been discovered that many mechanical labor-saving inventions cost even more to operate than the hand method. It was found that speed did not always mean a lower cost, and some new kind of figuring had to be done.

The whole thing of changing from the basis of wages as a cost, to the hour-product cost, is so entirely revolutionary that we must have patience to wait until more begin to see it is right, for the longer they study costs and investigate its basic principles, the more they will become convinced that the old method is wrong.

And this is also the one great argument against "home-made" or self-installed cost systems. Invariably those who install their own cost system have the wage idea in their mind—they can't get it out—and do not take the same view as the "cost-system installer," who has but one aim—

the hour-cost of the plant. The man who installs his own system has not had this so thoroughly taken out of his ideas of cost, and it is impossible for him to get a new view of the problem of costs.

It is going to take time to bring about this reform, and discontinue the talk about the "hour-cost of labor." That there is no such thing, every one who has the least notion of what "costs" consist will agree — but my! it is a hard notion to kill in the mind of the average proprietor of a plant — and we must not become discouraged or disheart-ened, but continue the fight for "hour-costs and efficiency," because the "hour-cost" must be ascertained before we can have "productive efficiency."

Efficiency - What Is It?

If your little son should come upon the word "efficiency" and ask you what it meant, what would be your answer? It would be quite a job to answer in a simple manner just what is meant by efficiency. It would be almost impossible to tell in a few words what it is. The writer recently tried his hand at a simple definition and became involved in words which, if put on paper, would look like a jumble. Finally he gave it up, when along came a man well known to the printers from coast to coast, who gave a definition that hit the idea exactly. If Robert S. Denham never did anything else than evolve this one sentence, he is entitled to a place of honor. His definition of efficiency is: "Efficiency consists in obtaining practical results without either waste or strain in the use of time, energy and material."

Here you have it in a nutshell—efficiency: practical results. This is what we want—the use of efficiency to get a product that will be practical, and, being practical, will have to be known by its cost.

The word practical, then, must be defined, as it is the key to the definition, and it tells exactly what efficiency is. In the work of producing, it means either a greater product, thereby reducing the cost (and such reduction makes possible a wider use), or a better product, with no greater cost, but in the end more lasting and worthy of use or purchase.

There is such a thing as making an article too good, and consequently too expensive to use. On the other hand, a product may be good, yet not too high in cost to forbid its

It is very nice to say that everything should be of the very best—it sounds good and reads fine; but it leaves behind a feeling that there is no limit, when in fact there is a decided limit, to where cost of production may go. A thing must be "practical," it must meet the needs of the greatest number, or the use to which it is intended, and the expensive or elegant is not always the best.

As a matter of fact, the plant that produces the "finest" work has always a higher hour-cost than the plant doing

the "medium" grade work, and the latter plant is the one that usually makes the money — provided it has efficiency and knows the cost of its product.

No better illustration of this can be given than the difference between France and Germany. The workmen of France produce more "creations" than any other nation. They work for a long time to produce one "creation"—beautiful in form and perfect in workmanship, and when done, they promptly drop it and go to the next product. The German workman takes a "creation," duplicates it by the thousands, each part skilfully made, but by duplication produces for the world, and at a price that all can purchase. As a result, the French manufacturer stands for high cost—the German for low cost and quantity. The articles are one as good as the other, only instead of following up her "creations," France leaves them and goes to others.

No better definition of efficiency can be pointed to, as Germany is the nation of products — and practical results.

Special "Stunts."

No greater amount of harm can be done than through the publishing of "stunts," as pulled off by some machine or person. These extraordinary performances are in time



"Good Morning, Chicks!"

taken as standard, and the interested persons build a reputation with them that is generally unwarranted. The "stunts" are usually the experience of some new convert to a machine, who wants to show what he or "it" can do. The manufacturer of the machine eagerly grabs the "stunt" and uses it to show the machine's possibilities. The next man thinks he can do the same thing and has visions of great profits, and then undertakes "stunts," which in due course are taken up and pushed forward. The "stunt" therefore becomes a regular merry-go-round, and any one who says it "can't be done" gets a cold look.

But old Mr. Cost System dissected some of these special "stunts," and the resulting cold figures show the production of not only "special stunts," but production for the month or a year, and make of them a different story. The enthusiast begins to get cold feet in a short time, and does not feel quite so proud of his alleged production, and finally comes down to earth.

To show exactly how this may happen, a certain shop

had a machine which, before the putting in of a cost system, by actual time produced 5,400 ems an hour. The machine was timed at different intervals, and always found the same. To be conservative, the estimator figured 5,000 an hour. And then came the cost system. The first month's average showed 3,750 an hour, the second 3,500, and a long run that was timed as before showed an average of 3,650 an hour. At that basis and cost per hour of the machine a great deal of work was found unprofitable and was put on another machine, and finally the machine worked shorter time and at a higher hour-cost. Had the cost system been applied earlier, the publishing of one "special stunt" would have never occurred.

Recently the writer wanted some information about a claimed hour-production, but no reliable record covering any given period, except "it does so and so," could be found. Yet "special stunts" about the machines are regularly published.

What we want are facts, not "stunts."

The great fallacy of having better compositors in days of yore than now is the comparing of "stunts" with regular work. Some compositors who worked one or two days a week were able to get up seemingly big "strings," but if the cost system as we know it to-day could have been applied in those days, history would have told a different story.

The efficiency of a machine or man is not always in being capable of doing "stunts"—it is the steady production and result shown by a cost system properly installed and figured. A mechanical contrivance, however pretty and ingenious, is not always efficient.

Sensitiveness.

The hardest man to get along with is the man who is sensitive—who takes to himself every little remark made; who sees in every change a slur at his work; who is continually looking for some fault to be found with him. When spoken to, his face flushes, his eyes droop, and he becomes sullen and disagreeable in the extreme—not through action or talk, but lack of action, as his very walk and manner convey the idea that he has been hurt, wounded, and that you have done it. Yet for all the world you can't reason out what is the matter—because he says nothing. Days after he will, perhaps, make some nasty remark that tells you why he had felt aggrieved. It is then that you get angry, because you were not given a chance to square yourself at the right time.

This sort of a man will consider himself conscientious, that he does the best that is in him, and that the whole world depends on him. And when he is found fault with, when something is said or done that does not agree with his narrow little soul and understanding, he becomes almost insulted, and takes pains to show it in the most disagreeable way — to say nothing, and to sulk.

It would not make much difference to any one, even though the man was sensitive and easily made aggrieved, if he did not in some mysterious way cast over the entire place a bad spell. One such man in a plant affects every one from the superintendent down to the errand boys. His air of injury so plainly shows on his face — and his chance remarks get on every one's nerves — that there can not be cooperation and honest effort in any plant where such a man works.

For the man or woman afflicted with that degree of sensitiveness that he or she thinks only of himself or herself, and never of others, who takes the little unintentional things and makes mountains of them, there can be felt only pity. Yet this is no reason why a plant or business should

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continue to have such persons around. They may have a place in the world, but it must be where they can not cast their spell over others and become a nuisance and hindrance to efficient service and plans.

The man who is afflicted in this manner should try to get out of his narrow cell, and realize there are others in the world; to take things as they are intended, and not as he would interpret them — that he is but a small atom in this great world, and that he should try to become a help to others, so that he may get help from others. He can never become an efficient workman, he can never produce the great things in his work, unless he work for and with his fellow men.

The superintendent or foreman of a plant who has such a man under him is entitled to sympathy, as there is no meaner job than trying to gain the good will and best efforts of such a man. It is almost a hopeless job—his sensitiveness precludes all things, and his narrowness makes it impossible to work with him.

A sensitive man can never be an efficient man.

Preserving Standing Matter.

Where there is a large quantity of type-matter that has to be left standing for any length of time, and it is of such a nature that plates can not be made, it is quite a problem to store it in such a way that the matter will be ready for the press without becoming dirty or dusty, and in as good shape as when first set.

Such a problem came up a while ago, and over one hundred pages had to be stored ready for use at any moment, as a hurry-up order to print might come at any time, and corrections and changes of such a nature were possible in the final printing that plates were out of the question.

There was no place large enough to store the type except in a basement, and, as usual with basements, this one was as dusty as could be imagined, and type left there any length of time would be covered. It was a problem, but the owner of the plant decided that instead of "storing" the type he would "preserve" it.

First, he ordered one hundred pieces of thin iron, or "boiler plate," made, a little larger than each page. The pages were carefully tied with good cord in the usual way, and each page placed on a separate iron plate. A proof of the pages had been taken, and a hundred paper sacks purchased. The sacks were somewhat larger than the plates, and on each sack was pasted a proof of one of the pages, and inside the sack was put the iron plate with the type and then the sack carefully sealed. The proof side of the envelope, of course, showed the "right side" up.

Shelves were constructed and the sacks laid on them, in orderly arrangement, and in a convenient manner.

Later, when the order came for the printing of the job, in a few hours each page was removed and corrected and the forms put on the presses. The type was found in as good condition as when put in the sack, and that plan was followed in other work because of its high efficiency. The type was not "stored"—it was "preserved."

The Rhythm of Efficiency.

In the law of nature there must always be a balance—a positive and a negative, an action and a reaction. There seems to be a balance in almost anything that we can name, and each the opposite of the other. We might say there are two natures in all things. No one thing can exist without its opposite or it would control the world, or become extinct through its own uncontrolled force, or through its inaction because of no contending force. These are the rhythm of efficiency—the forces that help to make the complete har-

mony of the other, and make for each what nature intended. The list that could be made of rhythms would be long, but a few can be given to make clear the meaning. There are day and night, the tides, the vegetable and animal kingdoms — each one the opposite of the other — but each necessary for the existence of the other.

Throughout life, there must always be two opposites, or contending forces, one to be the rhythm of the other, each to keep and help the other.

As a matter of efficiency there is no greater law than the rhythm of motion and rest. There can not be perpetual motion—there must come to everything an end, unless it has the contending opposite—rest.

It does not make any difference what part of motion you take up; back of it must come rest. You may sneer, and ask about the revolution of the earth. The answer is easy. Does not the earth revolve around the sun? The sun represents rest, the contending factor of motion. The fuel that is used to make steam that propels the engine that drives the dynamo and in turn makes electricity was made through resting years in the bowels of the earth, and being brought forth and kindled under water, develops power and motion. But it had rest.

The wood that made the coal came from trees that grew in the summer and rested in the winter.

These are the greatest examples of the rhythm of efficiency, and there can not be efficiency without two forces, and these are motion, or power, and rest.

The workman must properly apply the principle of rest to become efficient, and it may take many forms. For the toiler or man who does physical labor, rest may mean the enjoyment of some pleasure that needs the use of the brain only—say a simple thing, as a moving-picture show. Here the physical part of the body rests, while the mind works—the rhythm of efficiency doing its work.

To the man at the desk, whose labor is mostly that of the brain, rest means golf, or walking, or working in the garden, or some other physical exercise. The brain is rested, the physical body at work — again the rhythm.

The element of sleep gives all a chance to rest and to be ready for the day's work on the morrow, but besides this, each man must have other rest and it should be of a nature exactly opposite to his work or duties.

To attain the highest efficiency, workmen must come to their work rested—either in body or brain—and the employer who makes it his business to see that his men are rested will succeed in developing the greatest efficiency in the men themselves—who will enjoy life to the fullest—and in his plant, where the product will be the gainer. The workman will be the greatest gainer in this in the end, as he will be a better man, a healthier man, and a greater producer for himself and family.



An Illustrated Phrase—"Dog's Work."

Design by Paul Kuhn, Munich, in Buchdrucker-Woche.



BY R. T. PORTE

The Front Office.

In looking over the advertising pages of the various printing-trade journals, there is one line that is conspicuous by its absence. In nearly all the other trade journals for the various industries, you will find there among the brightest advertisements the very ones missed in the printers' papers.

Nowhere among the pages will be found advertisements for the following: Office desks, filing devices, safes, cash registers, adding machines, bookkeeping systems, and other various office appliances. Are the advertising men overlooking a bet, or what?

There is certainly no business that needs all these more than the printers. The average desk in a printing-office is about the age of the ark, and filing devices a lot of wooden boxes or old box letter files, and safe, cash register, and adding machine things unknown.

Thousands of dollars are spent in the "back" office for the very latest machinery, and the one part the customer sees the most and judges a business by has the shabbiest and worst look in the place. Less than \$200 will fix up the "front" office to a degree of decency that is truly wonderful, and create an impression that will bring to the office a bigger money return than any other investment possible. A clean, neat, up-to-date front office is a valuable asset. The cost is not very much, and the tone it adds to the rest of the plant is like a fresh coat of paint to an old building.

Much is said about the personal appearance of a salesman. As much and more can be said as to the appearance of the "front" office, which reflects the entire business.

The smallest printer can make his front office neat, respectable looking and inviting, not to say businesslike. A heap of old papers, a pile of ill-kept trade journals, a dog-eared dictionary, a waste-paper basket running over, and an unemptied cuspidor, with dust and gloom a foot thick everywhere, will never help you to get better prices.

The first act in installing a cost system is a general clean-out of the front office.

Perhaps then the advertising pages of The Inland Printer will be filled with office-appliance advertisements—and maybe an automobile advertisement or two. Who can tell?

A Word to the "Cheap Printer."

You have seen costs printed in all the trade journals; you have read of the cost congresses, cost commissions, cost experts, and costs, costs, costs. You are tired, sick and weary of hearing it all. You just want to run your business as you please. It is no one else's business what you charge, and you guess you know what printing is worth. You have been in business twenty years (or maybe only six months). You have worked at the case, run a press, or cut paper. Perhaps you have not done any of these things, but thought a fortune could be made by hiring

cheap labor and cutting the life out of prices! You may hire union labor, and believe it does more work than any other, so you can sell cheaper. You know you are right, and you don't want to listen to any more. You know that composition is worth only 40 cents an hour. You know money can be made at 20 cents per 1,000 for job-press work. Cutting paper, delivering, collecting (perhaps you ask C. O. D. as an excuse for your prices) don't cost anything, and you live on \$18 a week.

There is only one question I want to ask you, and it is this: "Where is all the money (I mean actual cash) that you have made?"

If you will communicate with the editors or the writer, we will be glad to refer you to several deserving charitable institutions that need the money. You, of course, can get more in the same way you have in the past.

Hour Costs in Country Daily Office.

This department is indebted to the R. S. Denham Company for the hour costs and information as to a cost system in an inland printing-office which runs a daily newspaper as well as a job-printing department. The plant employs about ten people the year around, and is always busy. These records are very valuable in comparing with published costs of much larger cities. It is only one plant; therefore there is a wide range of costs, but it may be taken for granted that they are low, and any publisher or proprietor of such an office can not afford to figure his work on a lower cost.

Composition costs, both hand and machine, are very low. This is due to the fact of printing a daily paper, keeping these departments steadily employed, with very little idle time. Two shifts are run on the linotype, producing slugs for the paper, and there are few changes and practically no idle time.

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The cylinders, however, show a much higher cost than those in the larger places, and this is almost universally the case. The newspaper cylinder does not average over two hours a day. Consequently its production of time is small and the cost is high. The Miehle press does the bookwork, but there is not the quantity of work that must be done to keep down the cost.

The job presses, bindery work, and stock-cutting prices compare very favorably with the city costs.

The hour costs, covering a period of one year, are:

Hand composition	\$0.	88
Linotype	1.	03
Miehle cylinder	2.	45
Newspaper cylinder	2.:	31
Job presses		68
Bindery, machine		
Bindery, hand		
Cutter		81

If the hour cost on job composition were kept separate from the newspaper composition, it would be found that this cost would be much higher than the cost printed above. The inland newspaper proprietor would do well to study these hour costs — they cover a period of carefully kept records for a year, and are reliable and true.

The time must come when the newspaper publisher will know what it costs to produce advertising, and more will be said upon this subject later, but first of all there must be cost records such as this one to base facts upon.

Do you know what it costs to print, fold and mail an issue of your paper? If you don't, how do you know what to charge for advertising?

A Gift by the Country Publishers.

On the main boulevard of Chicago stands a handsome office building. The entrance is broad and expansive, the steps leading up are of the finest marble, and the front of the building is of the finest grade of brown stone. Inside the fixtures are of mahogany, the counters highly polished, the partitions the very best, and imported rugs laid on the floors. The stenographers are handsomely dressed, the bookkeepers wear the best of clothes, and the "managers" have large diamond rings. Everywhere luxury and the very best is evident.

On the other floors, everything is clean and of the best. These are the workrooms, and every employee is dressed neatly and cleanly. In not one place can you point to a thing but what is of the best.

The company that runs such a place must indeed be prosperous. Prosperity is breathed from every nook and corner. It is not a bank; indeed not. What is it? That, we will not tell; but we want to tell who furnished the money to put up for all this—and it is no less than the country publishers of the United States. Even the donors will be very much surprised to find that they have done all this, and will hardly realize that it can all be so.

Advertising in country papers made this company. "If that is true," you ask, "what is all this about, as hundreds of other companies have done exactly the same thing?"

That is true, but this one company is a notable example of what the country publisher is capable of doing before waking up.

The company has never been known to advertise in a city daily or magazine. It has used the country newspaper entirely. It was the originator of as fine a scheme as was ever put to use. The scheme was to go to a local dealer and have him place an order for several gross of the articles, on the strength of advertising not only the article but the local dealer as the seller. Then the salesman approached the country publisher-perhaps desperately in need of moneywith a fine line of talk and a year's contract to run three or four readers each week - to be changed weekly, all the copy furnished. Put on a yearly basis, the money looked good, but when figured by 52, the amount per week was pitifully small. The type must be the same as the regular reading-matter, the heads, if any, the same, and always "next to or immediately following pure reading-matter." That was surely a fine contract, and kept the country publisher from worrying about his other troubles, by keeping him busy figuring how to live up to the contract.

At the end of the year, or every six months, along came the check, "less amount for incorrect insertions." They had a fine system down there on that one thing.

One printer woke up and made a "string" of the matter for the year, and found he was setting the type and running it in his paper for the beautiful sum of about 40 cents a thousand ems. After investigation it was found that many only received about 25 cents a thousand.

Advertising built that business, but the most of the money came from getting the advertising at a starvation

rate. Had the company paid a rate that was right, it would not have paid two-hundred-and-fifty-per-cent dividends, built that fine building and been so prosperous. No wonder it didn't advertise in the city dailies or magazines. It was too wise, and continued to hoodwink the country publisher year after year, and is doing it to-day.

One of the Causes.

Every one agrees, or at least used to agree, that the printing business is and has been in a bad way. Too many have started up in business with vague or even no ideas as to the proper price for printing, and the industry is in as chaotic a condition as one can imagine. There has been no general solution of the problem yet, although attention is being called to many methods, the most prominent being costs.

But, there have been many causes for the condition of the printing business of the past; you might even say it has been the heritage of past generations. The evil genius of the trade is not dead by any means, but is alive and doing its terrible work now.

Years ago this genius of evil was at work, and is still spreading the disease that has caused so much of the trouble.

In the time gone by a little one-inch advertisement was printed in the magazines, and that advertisement is still doing its deadly work. Look at it below, and see if you do not recognize an old friend:

Oceanic Steamship Co., 673 Market Street, San Francisco



"SPORTSMAN'S DOPE"

This advertisement stares right at the business man who gets the notion that it takes but \$18 to start a printing-office and \$60 will buy a rotary press. Truly there is "big profit printing for others," if this be true.

Not long ago a manufacturer invited the writer into his plant to show him a new machine that cost a "lot of money," so he said, and was a wonder to him. When asked the cost, it was only \$250. It was a big sum to put in a machine, to him, and it truly did great things.

Going by a printing-office, the man was asked to step inside. It was a small shop, poorly kept, and run down. When told that the four job presses represented an outlay of over \$1,000, he was astonished, and when told still further, after leaving the printing-shop, that the proprietor was selling the product of those presses at only about 40 cents an hour, he could hardly believe it.

"Why," he said, "I figure my machine to make me \$10 a day clear of all expenses. No wonder that plant looked as it did."

The man naturally supposed, as a buyer of printing, that the machinery was cheap, or the prices of his work would not be so little — or that there was, by some miraculous turn, sixteen thousand or something turned out an hour, as he had heard of some newspaper presses.

When prices on printing are raised, it is such advertisements as the one printed here that get in their deadly work. The buyer thinks the printer is "robbing" him—it costs very little to start up, only \$5. Anybody can do it—"all easy." You can't blame the business man if he gets a wrong impression.

The majority of the men who own the magazines that print this advertisement have developed from the printing business, or at least know a great deal about it. To their own honor this advertisement reflects on them. They know the advertiser is untruthful, that it is not "easy" to learn the printing trade, that "rotary" presses can not be sold at \$60 that will do good printing.

The magazine that printed this advertisement prides itself on printing truthful advertisements, and several times pointed to itself with pride for "saving" the dear people from fraud by refusing advertisements. It can again do a great industry a service by cutting out this lying advertisement, or else make the manufacturer rewrite it to tell the truth — that its press is a toy for very limited purposes, and not meant for general printing. As a toy for some boy in idle moments it has its field, but for mercantile use it is of very little value.

This advertisement is one of the causes of the bad printing conditions to-day, and until it is put in the right light will continue to do harm. The responsible men are those who have some knowledge of what printing really is, but open their columns to the advertisement and not only spread its misinformation broadcast, but by printing it stand as its sponsors.

A suggestion for a remedy of this matter: Every printer who reads this should at once look through the various papers coming to his home or office, cut out the above advertisement, if it appears, send it to the publishers of the paper printing the advertisement, and state why they object to it, showing its untruthfulness, and ask if the paper intends to print untruthful advertisements, and if it is not big enough to get along without the money from this one. A few hundred letters will do a lot of good. Here is a chance for you to help to improve the business.

Setting Type for Others.

A number of country printers do machine composition for near-by printers. They own a typesetting machine, and, not being able to use the entire product themselves, arrange to set the straight matter for other papers in adjacent towns. It is considered a great thing for all concerned. The buyer has solved a part of his labor trouble—doesn't have to "throw in," and it is a great thing for him. The seller gets so much "easy" money, which helps him pay for the machine, and he is happy, too.

There is nothing to be said against this arrangement—
if the seller gets the right price for his product. And right
here is where the whole trouble lies. The buyer is quite
content if he can buy composition at 25 cents a thousand—
about \$1 a galley. It is a great thing for him. He has no
cause to complain—he is doing business right.

The seller has a different view. He'll lose an account once in a while — printers are often bad pay — quite often. He has to edit the copy, read the proof, wrap the metal up for delivery, weigh it, and pay freight on its return — do all the work, for \$1 a galley. I forgot to say that, of course, he pays some one to run the machine, and is supposed to get a living out of the business some way, and pay the notes coming due every month.

The buyer is all right — the seller is doing a noble and charitable act — he is aiding progress and the dissemination of news, literature and the arts — but his own coffers seem never to be overflowing.

Without a cost system it is easy to figure where the seller comes out. A \$1,500 machine will set about 2,500 ems an hour — or one and one-half hours to a galley. Sometimes we hear about a galley an hour, but not on the average for a day's work. He gets about 70 cents an hour for his machine, and throws in all the rest of his work.

If the seller will take his total receipts from machine

composition, then figure wages paid, time for wrapping, shipping, proofreading, cost of billing, bookkeeping and charge off bad debts, he will soon realize 25 cents a thousand is a long way from a profitable selling price.

I want to drive this right home to every man who sells machine composition—big or little—country or city:

You can not sell at a profit machine composition, eightpoint, thirteen ems wide, at less than 40 cents a thousand, where there is less than ten thousand in one order.

There is not one single actual cost record that can be found that disproves the above. If this is true and you buy for less, you buy below cost, and if you sell for less you sell below cost. If you don't own a machine you can not put in a machine and produce it for less; if you own a machine now, you can not produce it for less.

A Small Printer Who Makes Money.

Think of a small printer running three job presses, who owns three automobiles, has money out at interest in three banks, compels a banker to give him the bank's printing or he'll withdraw his bank account, and draws a salary big enough to keep his family in a new \$4,000 home (which is not all paid for, but is being paid in a building association), and in a city that is known for its low prices for printing! It sounds like a fairy-tale, and when first sprung on the writer he wanted to be shown. That was easy for the printer. About six years ago this printer started with a capital of \$500 and a good bookkeeping system. He was one of the first to put in a cost system. He was a "business printer" and went after the price, sometimes not what it should have been, and sometimes a little "velvet."

His year ended January 1, 1911, and he figured he made seventeen per cent profit that year. As the ideal profit is twenty-five per cent, this printer is getting right up in line. The following is a condensed statement:

'Total business for 1911	
Gross profit	
Total expenses	4,883.27
Net (real) profit	\$ 1,838.00

A few months ago THE INLAND PRINTER published a statement where a printer made a real profit of \$8.36. That printer has only been a "business printer" about a year. This city printer has been one a longer time, and knows the game better. He has prospered, but not any more than any other printer with the same equipment could, if he were a real "business printer."

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A small plant with a cost system and run on business principles can make more money and pay as good a salary to the proprietor as many larger plants.

You couldn't sell this city printer a cylinder press or a "5,000 an hour" job press—and he has the cash to pay for it. He has seen the mistakes of others, and is going to take profitable work for his three presses and continue to make money.

This is an ideal for every small printer: Do not think of enlarging until you make your present plant pay you twenty per cent, and then be sure you are going to make a paying venture on what you do purchase.

It is easy to buy on time — but not so easy to make a

profit on what you produce.

Of course this printer belongs to the Printers' Club of his city, attends all the meetings, and doesn't pretend to know it all. He wants to learn more so as to earn more. He's not a hermit.

Most Important Questions Confronting Printerdom

Under this heading, from time to time, THE INLAND PRINTER will present opinions of its readers, in an endeavor to concentrate thought upon the important problems which must be solved sooner or later in the general upward trend of the printing trades.

INCREASE THE EFFICIENCY OF WORKERS.

BY PHIL OSIFER.

PENDING the time, which we are assured is soon to arrive, when business for profits is to be abolished, and looking at things as they are, it would seem to some that a great need, at least—if not the greatest—of cur trade is some method by which an employer may be enabled to judge, without an expensive series of experiments, of the value and capabilities of a proposed employee; also, from the other side of the shield, some method by which an ordinary, or even less than ordinary, workman may be helped to secure a decent living, and encouraged to better himself in the only proper way—by endeavoring to increase his ability.

The system credited in Masonic lore to good old King Solomon, by which the many thousands of workmen were graded into entered apprentices, fellow crafts and master workmen, with greater advancement beyond, and with the way to advancement open to all according to individual perseverance and endowment, may be legendary, but certainly it has many points to recommend it to modern notice.

The methods of some employers of establishing more or less worthy trade schools, where boys are rushed through the rudiments of some small department of the business, and form a reserve of cheap, nonunion labor, do not even begin to solve the problem, although all instruction is good. On the other hand, the methods of some local unions in forcing up the scale merely because it can be done, owing to some conditions of the labor market, can not bring about stable or settled conditions.

We have in Chicago (the really central business headquarters of the United States) a young institution which has done a great deal of real work in elevating the ideals and methods of a great many, both young and older, printers of the country - the I. T. U. Commission on Instruction in Printing. There can be no good reason why its influence should not continue to expand in the good work it is now doing, but it could be even more valuable if it were to be made the nucleus for a central authority (valuable to employer and employee alike) on the standing of workmen in the craft. No compulsion, legislation, or anything of that sort would be necessary. Men and employers, mutually satisfied, could continue as they are; but if a man were forced - as thousands are daily - to join the "army of the unemployed," it would be an immense help if he could take an examination and receive a rating, accurately placing his standing as a workman. Such matters as speed, care of materials, etc., could be ascertained through affidavits of foremen, fellow workmen, etc., and, as in the case of King Solomon's men, any one not satisfied with his rating would have an open field for improvement

The matter of compensation would adjust itself, naturally. A man with a high rating could not be, and would not be, required to work at the same rate as one rated low (the injustice would be obvious), and the poor fellow who (owing to lack of training or opportunity, or, perhaps, in

some cases, native ability) could not hope to secure a high rating would not be barred out of the shops in all but rush seasons, but might be allowed to work at a fair compensation to both sides of the bargain.

Incentive to improvement would be increased, justice to employers would be conserved, more settled employment to many deficient but otherwise entirely worthy men would be possible, and better pay for the ambitious and studious would be certain.

To a degree these results are attained without a system (as at present), but with a system, as suggested, in which all concerned might have confidence, they would be practically certain.

NEED MORE PRIDE IN OUR PRODUCT.

BY FRANK FESLER, Editor the *Onlooker*, Foley, Alabama.

AM not certain as to just what is the most important question confronting printerdom, but possibly the most important defect among printers is a lack of sufficient stiffness in the upper lip to demand and figure a proper percentage for overhead charges.

The greatest need in the country newspaper field, in my opinion, is a little more pride in the product, a realization that newspaper space is the proprietor's income, and sufficient courage to demand a price worthy of the hire.

Not all, but many, country editors have a woeful lack of faith in their own product, and as a consequence they are easily bluffed by the patent-medicine advertising man and the politicians in particular and the advertising public in general.

In my opinion it is time that they polish up their product to a point where they themselves will have extreme faith in it — in fact, until they themselves consider it the best rag in the field; then go out and impress the same opinion on others with a sufficient price attached to show the realness of the importance.

It costs but little more to turn out a newspaper with real snap and news in it than it does to turn out one of those indifferent affairs which ramble on, column after column, without really saying anything in particular, and the difference in the receipts — especially if you have a little snap about your prices as well as about the news — will far offset the difference in expense and soon help you build up a powerful medium.

Country editors, as a class, are almost slaves in their efforts to guard the welfare of their communities, and for this reason alone they should receive a worthy compensation, let alone their more practical effort of keeping the community in touch with the events of the week. So I can see no reason whatever why the country editor should be run down at the heel. In fact, in my opinion, he should be able to hold his head as high as the highest, should be worthy of his hire, and receive a hire worthy of his ability.

Now a few words on THE INLAND PRINTER. That it is the magazine of printerdom goes without saying, but is it not inclined to be a little too technical? Would it not be

more appreciated, especially by the country newspaper man and printer, if it got down to the old imposing-stone, country Campbell and 10 by 15 jobber a little oftener?

Of course we are all supposed to know the fundamentals, but in reality we don't. We undoubtedly should know all about news paper and newspaper ink, but do we? About letter-heads, envelopes, statements, and the despised little hand-dodger, but do we? Possibly we should know just what these things cost per job, etc., but do we?

I have known printers to use the ink just as it comes from the package to run their newspaper, whether it was wet or dry, hot or cold, heavy or light form, etc., and then

cuss if the spread was not good.

I have had in my employ a supposedly first-class printer who ran all jobs, whether on hard or soft paper, light form or heavy, with the job ink as it came from the tube, and the job had to take the consequences. I do not think that these cases are extreme either.

So I believe a department under a heading, "What We Ought to Know," and addressed to offices that are compelled to stick to practical printing with a rather limited equipment would be highly appreciated.

STOP THE LEAKS.

BY J. E. MARSHALL, of the Kansas Printing Company.

E heartily approve of your effort to publish a "congress of ideas." We do not feel that we care to make the effort to write a letter for publication because of our innate modesty. It seems, however, to this writer that the most important question which concerns all printers (and is the one getting the least attention) is the question of "leaks."

The cost systems now so generally in use are very instructive, and can be made beneficial if the instruction is heeded. Our cost system shows us where the "leaks" are. If this is remedied and the "leaks" stopped we have benefited by the cost system. If the contrary is the case, we are out all the expense that our cost system has put us to.

There is nothing morally right in charging a customer "more" for his jobwork in order to reimburse for the aforesaid "leaks," and in the long run will be a disastrous solution of the big problem that is now being considered by all employing printers.

It seems to us that the correct thing to do is to stop the "leaks," and thus benefit the customer and injure no one.

COST-FINDING GIVEN FIRST PLACE.

BY E. L. GRIMES

HAT is the most important question confronting printerdom? I think the cost-finding discussion is of first importance, and next I would place a study of efficiency. To be sure, cost-finding is supposed to lead to greater efficiency. The idea has come to me at different times that it would be well for printers to visit one another's shop, enter the workrooms and see how the other fellow does things. The other fellow may be strong where you are weak or vice versa.

I do not favor driving the workmen, for a man has to have a reasonable amount of time in order to do decent work. But by a good shop layout and good methods of giving work out to the men, it could be made easy for the men to produce results.

How to steer clear of those that do not or can not pay their bills is mentioned last, but it is of first consequence. Could some one suggest a method of mutual insurance among printers of a city or locality against debts? If so it would be the duty of every printer to report the men who do not or can not pay their bills to an officer, who would keep records, and these records would be open to all contributing members.

These are crude suggestions, which probably can be worked out by some one who has given more thought to the questions covered.

THE GREATEST NEED OF PRINTERDOM.

BY A. J. BAUMANN.

HIS subject has been suggested to me by the editor of THE INLAND PRINTER as one upon which he would be pleased to receive expression of opinion, and, in accordance therewith, I submit my impressions.

It might not be considered that a printer on the western confines of this great continent would be in position to judge upon this subject with half the merit that his brother more centrally located in the East might do; but in answer to this argument, and as excuse for my article, I would state that in this day literature, in the shape of such able magazines as THE INLAND PRINTER, has done much for the dissemination of thought and ideas, and has made geographical lines of very little moment in the consideration of questions of vital import.

From the above it might be construed that I was going to elaborate upon some technical detail connected with the printing trade, wherein the East differed from the West.

But in this there would be disappointment.

My opinion of the most important question affecting printerdom at present and the greatest need of printerdom is—as it always has been—study. Christ said, "The poor ye have always with you." And so it is with this need of printerdom. There never has been and there never will be a time when study may be discontinued by those who wish to shine as able exponents of the art of printing. The printing profession is one of perpetual improvement and advancement, and they who would keep pace with this characteristic must be ever studious to the last degree.

Sir Joshua Reynolds, when asked, "With what do you mix your paints?" answered "With brains, sir." And it is with brains that the study of the needs and progress of printing must be undertaken. This study implies not alone the reading of technical journals, such as THE INLAND PRINTER, but also a study of the various ways of printers, especially those who have achieved distinction among the craft. Not that imitation should be attempted, but that a thorough knowledge of the latest developments of the art may be obtained, that the mind may be educated to a point where its best efforts will be aroused and the imagination and inventive genius be excited to the highest pitch. Then, in addition to this, there must be study of the detail and practical side of printing, for it is one thing to be a theoretical printer and quite another thing to be a practical printer - even as this will also apply to any other science

And so I state, even at the risk of being charged with dealing in platitudes, that what is most required to-day in the printing profession is what always has been the need—STUDY. And should I be pressed for an opinion of what should follow study, I would reply: MORE STUDY.

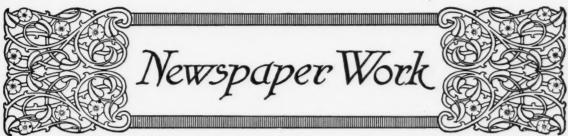
THE MAIN POINT.

"I see," said Wiggles, "that Bobby Fancier and his wife have got a divorce."

"Really?" said Jiggles. "What a sad case. Who gets the custody of the poodle?" — Harper's Weekly.







BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago.

If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34 Deferred.

It has been decided to defer Ad.-setting Contest No. 34 for two or three months. If announced now it would bring the close right in the midst of the hottest weather, when most ad.-compositors would have little inclination to do extra work in a contest. In the meantime I would like to receive suggestions for copy. Send some ad. that you have found particularly difficult to display, and let other compositors see what they can do with it. It is regretted that large ads. can not be used in the contests, but it would be too much of a task to handle so many thousand large sheets. The copy should not be larger than ten inches, three columns, and it would be better if it were about six inches. two columns, or even smaller. Let every compositor who is interested make a suggestion, and we are sure to have some problem among the many which will prove a most instructive one.

Successful Subscription Contest.

Notwithstanding severe weather conditions the Springfield (Mo.) Leader closed a most successful subscription

Are For Particular Men—They look like the best of the 25c per pair guaranteed sox—have as fine yarns, are properly shaped, come in all colors, the dyes are fadeless and the price is a third less.

Try a box of 6 pair guaranteed to wear 6 months and you'll always get more GET—MOR HALF HOSE and trade at Schafer's where you get more for your money.

When you get more for your money.

When you get more socks, try a box of GETMOR—and compare values.

Watch Our Windows

Sthafers \$1.00 For Six Pair

Pressboard cuts in advertising, from the
Herald, Modesto, California.

contest about March 1 through which over five thousand new paid-in-advance subscribers were added to its list, averaging over twelve months each. During the closing week there were eighteen inches of snow on the ground, trains were stalled and rural routes out of operation; still the young women candidates worked unceasingly. The prizes offered included an automobile, player-pianos, diamond rings, gold watches and business-college courses. The circulation was increased from seven thousand to twelve thousand.

Contest Adds Twenty-five Per Cent to Circulation.

Contests in subscription-getting continue to be used with profitable results. The Plainfield (N. J.) Courier-News has just completed a most successful European contest in which five young ladies are to be given a trip to Europe, with consolation prizes of trips to Washington for eleven others.



No. 2.

Pressboard cuts in advertising, from the Herald, Modesto, California.

Limitations of space making it necessary to reduce this specimen, the text is illegible. This is what Mr. Marsh says: "San Francisco, March 10, 1912. The Herald Publishing Company, Modesto, California. Gentlemen,—I enclose postoffice order for 50 cents to pay for my advertisement (C. A. 1002). The very fact of my receiving such a large number of answers to my advertisement, certainly proves the circulation of your paper. I was most agreeably surprised at the result. Yours truly, E. Marsh, So. 78 Second street."

The territory of the *Courier-News* was divided into five districts, and there was close competition in each district. Over four million votes were cast, and the circulation was increased from 5,147 to 6,300, almost twenty-five per cent.

Rate-card for a Weekly of Less Than One Thousand.

Here is a request for a rate-card that will probably fit the conditions of many publishers of weekly papers with circulations of less than one thousand:

THAMESVILLE, ONTARIO, April 15, 1912.

Mr. O. F. Byxbee, Inland Printer, Chicago:

DEAR SIR.—I have been watching THE INLAND PRINTER carefully for the past year for a rate-card suitable to my needs. The nearest to it was one published in the March number for Frank E. Philpott, of Clendenin, West Virginia, but this is still a trifle too high. I want a card for a circulation of eight hundred. I raised my rates at the beginning of the year from \$50 to \$60 for a column on yearly contract, \$26 to \$35 for a half-column, \$14 to \$20 for a quarter (five inches). This is as high as I can get, and at these prices I lost considerable advertising. I want to grade down from them. For one inch, one insertion, I charge 25 cents; for full page, one insertion, \$10, two insertions, \$16. I would

like a rate-card graded like Mr. Philpott's; also rates for foreign advertising on space contracts.

Thanking you in anticipation of your kindness in the matter, I am, Sincerely yours, W. R. DAVIES.

There is a price point below which it is practically impossible to publish advertising at a profit, no matter how small the circulation may be. If a publisher can not get circulation enough to command this price, then it will be better for him to look for another field. The Herald with its circulation of eight hundred is in a position to charge the prices shown in the card below, and when it succeeds in getting its circulation up to or above the one-thousand mark it should be able to increase its rates again, and should command the prices indicated in The Inland Printer for March. This card is designed for papers of less than one thousand circulation:

											1	l w	k.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 yr.
1	inch										9	.2	5	8 .45	\$.65	\$.85	\$ 2.25	\$ 3.90	\$ 6.75
2	inche											.4	5	.85	1.20	1.55	3.90	6.75	11.25
3	44											. 6	5	1.20	1.70	2.10	5.35	9.05	15.00
4	44											.8	5	1.55	2.10	2.65	6.75	11.25	18.50
5	6.6										1	1.0		1.85	2.50	3.15	7.90	13.25	22.00
6	44											1.2		2.10	2.90	3.65	9.05	15.00	25.00
8	44										1	1.5		2.65	3.65	4.55	11.25	18.50	31.00
10	44		•			•	*	*		*		1.8		3.15	4.35	5.45	13.25	22.00	36.00
20	66		*					•				3.1		5.45	7.45	9.25	22.00	36.00	59.00

Open-space contracts:

50	inches	and	less	than	100	inches	\$0.13
100	inches	and	less	than	250	inches	11
250	inches	and	less	than	500	inches	081/2
500	inches	and	less	than	1,000	inches	07
1,000	inches	and	ove	c			06

A Curious Rate-card.

Something very unusual in an advertising rate-card is used by the *Gray County Beacon*, Cimarron, Kansas. It



Pressboard cuts in advertising, from the Herald, Modesto, California.

 does not use a tabulated form, but publishes the following paragraphs at the head of its editorial page:

We deem that the old system of charging one price to all advertisers in the paper, whether they be on the front, back or inside pages, is as unjust as granting rebates. We have inaugurated a new system, as follows: The best positions cost the most, but bring the biggest returns.

Inside-page advertising, one-fourth page or less, 10 cents per column inch. Between one-fourth and one-half page, 9 cents per column inch. Between one-half and one page, 8 cents per column inch. Back-page advertising, one-fourth page or less, 12½ cents per column inch. Between one-fourth and one-half page, 11¼ cents per column inch.

Between one-half and one page, 10 cents per column inch. Front-page advertising: On the front page we will encourage advertising up to one-half page, but more than that we will discourage by increasing the rate. One-fourth page or less, 15 cents per column inch. Between one-fourth and one-half page, 12½ cents per column inch. ADS. LARGER THAN ONE-HALF PAGE, 25 CENTS PER COLUMN INCH.

Easter and Automobile Edition.

One of the best special issues for a town of 2,500 that I have seen for a long time comes from the Gibson (Ill.)



No. 4.

Full-page ad. from the Hillsboro (Ill.) Journal. Set by two men in forty-five minutes.

Courier. It is a "Special Easter and Automobile Edition"
— rather an unusual combination, but this is no detriment



No. 5.
Bank ad. from the Plano (Tex.) Star-Courier.

to the quality of the work. There were twenty-four sevencolumn pages, printed two pages at a time on an excellent quality of supercalendered stock with good ink. The adversuccessful, there being no less than seven full-page autoa week, and the paper issued on time — a good record for a

Silver Anniversary Edition.

The Garland (Tex.) News was twenty-five years old last month and celebrated the occasion by publishing a "Silver Anniversary Edition," consisting of ninety-six pages and cover, side-stitched and trimmed. The pages

> THAT NEW SUIT Let Us Talk it Over Materials, Styles, Price The Store of Quality

From the Uvalde (Tex.) Leader-News.

were the same size as those of THE INLAND PRINTER, and it made a very attractive magazine. It was profusely illustrated and had a liberal advertising patronage.

Other Special Issues.

The "Industrial Edition" of the Chicago Heights (Ill.) Star was a very creditable number. It was published in four sections of eight seven-column pages each, printed on a fine quality of paper, and profusely illustrated. The presswork, particularly on the half-tones, was exceptionally good. The Coos Bay Times, Marshfield, Oregon,

tising soliciting, which was all done in a week, was most recently published a special issue of forty six-column pages and cover, that was industrial in nature. It depicted the mobile ads. The mechanical work was all accomplished in growth and industries of Coos Bay and vicinity in a striking manner. Still another similar special number is the



From the Uvalde (Tex.) Leader-News.

"Progress and Prosperity Edition" of the Riverside (Cal.) Daily Press. This consisted of twenty-eight seven-column pages, and gave much prominence to the fact that River-



No. 7. From the Uvalde (Tex.) Leader-News.

side was a city of industries and homes. All these special issues indicate that much time and thought were expended in their preparation, and the advertising which appears in each shows that they were profitable ventures. Wideawake business men are always willing to help along anything that helps boost the home town, and the publisher who really gets up something out of the ordinary can usually count on a liberal advertising patronage.

> Blow Your Own Horn if You. Have a Good Horn to Blow Through and Something Good to Blow About---We're Blowing About Results --- and we're blowing facts These are facts and simply goes to prove that---IT PAYS IN THE HERALD

No. 9.

Three-column ad. from the Modesto (Cal.)

Herald.

Experimenting with Pressboard Cuts.

Alfred Steinman, ad.-man on the Modesto (Cal.) Herald, has been experimenting with pressboard cuts for his advertisers. He had been reading in THE INLAND PRINTER of the use of pressboard for tint-blocks, and concluded that rough cuts could be made and used to advantage in some of

the larger ads. in his paper. He sends a number of specimens of his work, three of which are shown herewith (Nos. 1, 2, 3).

Unusual First Page.

Good first-page arrangements always make an interesting study, and the papers which devote a little thought to this subject are making a commendable use of their time. The first page of the *Lehigh Valley Argus*, Lehigh, Iowa, reproduced herewith, is rather unusual. The two headings

Lehigh Valley Argus.

VOL, XXXI	LECE	IGH, IOWA, T	HURSDAY, AF	KIT II 1815	Mo. 30
Old Settle	r	Letigh Pate	On Easter Attire	City Clean	s Up
D	A	11 / -			
P	asses Away	· 0	Carry Manney		The Street
Scho Gem Lived on Nam	RICTOUS MOR	1.	57	BREAK ALL	
Farm Fifty-nine Years	BULES FT. DODG		Jun 1	THE RECORDS	Street Commission'r Burgi Goos Ahand with Viss
-		1000	The last	THE RECORDS	
FUNERAL ON SATURDAY	Saleons Are Closed-Fight	- C	424 PYF)	Third Divison of Kennington	WORK IN HARMON
Note Good a well known chara-	Are Binnerges	I R	STATE	Club Entertains Friends	Steart commencer J. H. &
her of this versity, paged swap is the house northead of nown in	THE OPERCIADS ARE LA	130	3 /10 11	TRULY I NIQUE PROGRAM	tilly and his co-workers did a fa-
Thereign morning, death being for to a complication of shouses. M Greenware to this others on 181	-	197	10 11 0	-	and of just make and in the de-
and for east fifty nine years he ha	Twelly April 9, 15 1 10 p. m.	1111		The Third Division of the Kin	the appraisance of the town of transformed AD the element of town were given a blend as a
No was a proping character, but in both and above, but was known	to the expensional desire of the period which was considered to	-	The same of	Circles and the remainder of the clost most groupstought as the fire	the read drag and on a o-a
by all to be an absolutely home and an agriph citizen. During th	Tombig. April 9. 10 1:10 p. m. the First Dodge valorities were close to the First Dodge valorities were close to the First Dodge valorities were close to the First Dodge valorities. The First Dodge valorities is the second to			Stiglish clash collectuated their gos- birets and the constraint of the clash most amount-looking to the Por- ter had Worlsonday comman, April 8 These the third bighproof the Non- morphis rule his piles. The coar-	condition, considering the very be condition they were in before a work was started. There is come in
factor power of two life to the feet of account one toward and toward are it interests.	n field that the petition as that the e was sufferent, but the expects	Propries	Saland Rates.	singles (lab has given. Two year up Division No. 1 ratertained righ	condition they more in before to control and their to be done on the said their will be attended to just last as presents." A report mersion of the
is qualing the falters, and is willing to spend used from an	a first Bodge saleste type chard of	Most Errois Hotoux was a vinta in Fact Dadge Freder.	Hopking winder who ceter Months are	entions being the special features	sed this will be attonded to just fast so provide."
there is ground away books and there of the obstacher. In make	d Named time after the salars	Mr. and Non Lewis Berlin, who have been stopping with the latter?	Olen Daughorn - Julia Econdrol	Diebone No. 2 entertained on last Hallowe on eight more than existly than No. 1, and that en- nertimental set the menders of the	A special messing of the or provide was held Messing en or
and in cinage made it a post t	ore, bur totalers and regular faileton	We are sarry to bear of the death	Helvin Name Salph Stations		
earter what that truth recented of	recurring at the ages of affaire, and should be according to the same of the s	We are norty to have of the death of Joe Daysols, who passed away a tin home Tuesday aught, April 2	Value Warner Many Continu	Division No. 3, Lowerer, took all	to send acres use of their man is out on a "pethelion" trip to a or take several potets on which is council names information, and is
between and the time-order account numbers of	the water in tobalf of temperature of decetors, and municipal fights or	Nr. and Mrs. July. Muttin. even vanishes in First Darlow Priday	Glade Gell Vira Curty Albert Schonner		Council needs information, and to
epper pears plane theres are before pears plane theres are there is an arrange of the man caracter may are given as in the	country met. Even in front of Vist	The invests was well attended or Fining stude	The following hand feets out put	dinner in the Purier built the sation	ig. and coul towns where the o
caracter was complete, not its files	a discounty a cost tober a doublest bowling rank letst up traffic while	Mrs. U. Anderso, who has been seen, or other to be attended again.	will consiste a class which we been in the afternoone. He fellow. Historian		The profiles of taking rare of a nother water on the hills season
year the nucleon day so that an consequently his ordinal did to	6 Brannessa it periferance access	see, or after to be attendinguity. Most Province Harmer resource from Perlay right, after a techni- unch early relative and friends in First Design.	Wilself Section Diggs Hillagles	A. A. Wood send to trustmaster and emeral interesting tands ever emposted to by different members of that divince of the club.	
this is four our tops in La	at leaving a himle time to recom- mits transpla from the guidann, for	For Daign	Bigfroots on the East Side	of that divince of the club.	
googs musty Indian Esterat				After a most exceptions become backer and a few exercision and all the examples. The Conflicts is not and all the examples of prices in the conflict of the conflicts of the Con	am of the different occuse est
5 1540, and does in the Been tree. Ages 4. 1542, april 65 years. Named 466 20 days. At the ages	own for watercases, from the par- tition the sales needs ground for a set use all manage of thread against the principle and thread exists. The five logger ran- ters are obscissing within profess from Chaguin perfectles as a filter advisor sements but the either of the advisor sements but the either of they know.	Build sales The character of Econodics was made	The maste face began active proportion for consumers and a	to the Lyric, whose a special prov-	of license levied by other towns of
ton vector for came to Website must be with this parents. Me and Mer	agoust the periodic and temperate workers. The Cross Sugger races	Mr. and New Horry Stands were	proposal to be occurrentement.	gentle. After the moving pictures	le mule here.
tion it traps, and included on to Sees between the place and displace	o feto atrabellotily endout poster (See Store Shaporic pathordels and	mintel to Eratelia Finding ex-	Prender I. A. William and B. W. Gradinth of the subset from west rill in last Tumber	of the Third Drawn, included	from apparated only clock begun. So officient, much disting the it
Higher. Mere he green to examined and govern his deciming years. To	I the salues element bols. On erry in their known.	New Airts Squaling went to be wheel worth of Length less Bunday, where she will truck the opening	Mrs. Wood substituted he Min	ment and trafficmental delections. A fact, Blind Bases and Paderra-	advertelation, it is very good to
				str. Meelictop Stanley and Science, wite, Schwarze Stroke, Nov. Japan	then to come bete and give a letter on transipal improverse if
strained a very unail see. It was	that the values impact, squites it is the nations contained of Port Endge Bland Soute #2.00, when a one-new excepting disputes fighter new excepting disputes fighter and have been based fill not #2.00 and the countries must vail the rougher releasest to every branch to heap the recognition of the countries of the post of the pos	Degree Dean Good Dat	See, drawing to have exprise for the day finites, went out in the page of exprises a feet. They had about one	ong of the Crane," by Fool, and	the ext and secure of a number
Mr. Goes never married and	more everylay drusters fighter would been town front \$10 and \$20 and \$20	The spring freaders proved too much for the date of the Degion	explains form. They had about our second one which replaced to make it	neing as reader: Non Mollin, Man.	tenuel mater works. The object
teen used for its his poplew. Ein Hollingsworth. He issues one beach	Entrement time high in the county test and the rougher element, on	meet at and the north retaining	flight. Environment of a size to stone for it. The period of month upon one and shippers and it has been because the stone for interested it as and the large	the "Cherry fadors," imperan-	address the purple hear will be
er, John T. Grand Paris, Indiana and one unity Him. Affin E. Hol	workers from securing withdrawais.	it had getten beyond everyal and	Before to intended it to sed the bags	Orre and W. W. transfeet, took the lease to stance and they seen	feners paid the cost, and the adv_s age them ecoded improvements to
The fusers) was held Nameday	metalism on the streets and ran be	ment out felom the graters ment down. Untrivers were spetalled	the tred It was a truly blow as:	the lease to state and they sete entitionaria ally called tack. The last and but unratur on the	he to very uture of firingle, as everywhe will be selemen to ear a
ty Rev. J. L. DeWest, paster of the	was that the respect receives the curry transfer to keep the insuperacy, notice to firm receiving methodramaic. Service accounting methodramaic medican on the streets and rear to a seen deviating to be founded in a seen deviating to be founded in a title present time. For Disdge of the trugbest piece in Love, and the	Stendayraing, a small lead hav- ing been discovered and stopped up	behave to interested it is need the torough perior streets be deplete an other edit of the read of the read to the	program earths City Correct which was select out by the lation. Mapor	ter.
Goo. Hellowwest, of Kanash	street market they during the past	exity that evening, but everything securing single, west home after	a physical resident and it may no at him before to faily regarded our screening. It is may not being broad	Don March. F. F. Nation by Mrs.	decased at the special resetting of
and Max. Daths Forgrown of Territories, a Replace and tomas of Ma	two days will king dayton the fair tacon of Wolster enough. The prevent petimes will be the next beloning more and will a missed in the located of space.	charge. About three sicked Mar-	and he self-real remoderation pass that the day but and are good on these the Electroductroscoped as should from the	19 W. Greelrich; 19 J. Post. Mrs.	Have of the town on a business to a
tion, ever provent at the fun of which was largely submited by the windows and founds in this would	le commend in the toard of super- tracts indirectable and door offer		provine arcident.	Asse Andrews; Heavy Segal, Mrs. Jun. Campbell. Otto Clerk Dulleys.	only a finances could be pay in a ser shape and customic of wars of
Madrice and Tractale as the recently The transporting of all in continue to the treatment in their four of some				Mrs. Lawrence E. Craft Tyraners: Lewis Min H. M. Stanley Marshall	long from he which there as londs to pag, the nation of sec. 1
-2 W. Purp rail: Monday for Nan- ting, when he were to hast after	les of the ext. possely Tuesday	man beyond motival and one bild sent from dream. About Bory feet of the retaining sail before the		Norphy, Nov. F. G. Onse. The Citates with a galerosce to lay	larked min by the wanneships a
ting when he were to have also becomes madern	-Now Constitution, who has been seen on for a negligible with optimal least man but objected to her humanitation in the same and the same appropriate tops to	Link title week out, Il is established	Paint	sected by Mrs. Gas. Galaxie, upon	ingitiers of the town rough be in
	day. No faculary improved happing	and at 1001. The Park Americans will recentled the dam about therty fact, it being seen that the capacity	-	ait debarded facriedly. Thus	to petering the right occurs up to
	Appear for entering	of the same should be deathful for	and	Core on W. W. Condents, and they see the control of some of days on the control of the control o	learning life administration of a term's ever incoming affairs. It
PETERSON'S	de monte de la regulat des Cape Calif	of the name should be deadled by each continguation, and further consistent if by a langer using making it also a exhibitant the primary of the floods that qua- tures — Elepton Review.		mon of the council and it was not turnly a colo-ambating affair. the	ordain that the maper and now are purising together barmoness
CARTOONS	he raught a scored paint which would be his loop and ode and such of the	greater of the floods that gap	Wall		
_			-	The Third Diraces, Sugar, Close	results to Lebigh -The new represent of He and M.
Aro a Regular Foat-	-To-Tetrania, who were dates to Collect for treatment for element-the.	Last Monday Andrew Garite, on Italian toning to Booth Lehigh, sent	Paper	was molecular before the fan man	Charter Fixley has been auctured as the workness are replaced the builde
ure of The Argus	monthly Notice, Nat. If we are not	the generation can up tower to estilled with hermon. Her thanks gove the can to the delivery toy and be- ong sentine to tell what at they wholed and the can lesing a leight	- aper	renders, and from figst to last them true not a dult monaged. It was to	-Timmine Breature Nave State is
Level producer and cover of	Mortes have bell club for treating	the rain to the delivery bey and be-		der the greatest and best entertain. ment that has been given here, and	internet of their reciperant in the
the tionity are store over the line.	Line of the life	weeted and the our loving a leight red, Mr. Daip Glied it according to law with gamiline. Andrew started	Quality	ordiped. The members of this	-Mr. and Nov. T. R. Ingain scores
Repoter these authorization got all the local news of the Konsity for			Quanity	performance. The Third Stream, tagge, these exterioration as was colored, and it was undergoted. Before the fars was maderal, and forces figure to less than when the colored seed it was to want to de a deal consense. It was to was not a deal consense it was to be a deal of the colored seed of the colored of the colored seed	to Fire Dedge recurring eners to control over funding at the last -
One Dollar	openage that days at the laster of her non Bagis Krains. While saving Size. We had been and the a time-days, but, also not good law and related her	on the kindling, applied a match. The result was the store was blown	Price	E. E. Crish, G. Lohmen, Store Humb, W. M. Handen, J. W. Pheter, J. A. W. and Japan Campbell, F. G.	-Park collection and man in
And promise	also here good jave and repayed nor can notworkshooling. Her was no	badly butted. Right cyes were	Variety	H M Shaden J W Pierre 3 A West Junes Campled F fr Ome, F E Noine and Min Agent	bergierem & eine Beie ben
pen will get 10 approval the beste	management by Mrs. E. D. Hodensky and children.	feelly septed and the akes on his sees was bursed to a scep. Dr		Time rations	posts die eil of fort mante orig a
paper for the along mornion	-5 N. S. Andreas reports from a feet of 20 of the eard cost. 20 years	remy september and the agent on the semi- ment was burned to a crosp. Dr. Cirlmin was isoled insmellately and in service abjury will resent them the accordinat and his syneight will not be inspected. It was a class	All are Right at the	-Prof H L Jahone of how City, a combine for the procequistic of the Letter should war here Munder	Legel. Fram Literary No. of an
Single Tic a ment, and at the grand		the accelerat and has eyempte will not be impacted. It was a class only and it was fortunate than no	BED CBOCC	menches President J. S. Websiter	over Chapter Chees, but begin tope or
Was now assert affect it.			RED CROSS	of the other heard regarding the con- cidery for the position. First Julienus, who is this consule orthible flows I by	the The received high other on the
	is obtain the later of the partial par- foring returning. Then spring and it is not a presenting. Then spring and it is not a present the spring and exercises to express to penal addition. Devices	-6 M Inches Stat Suga to Di- locur and Camade to Protay last in locates benchis at the former since	DRUG STORE	the Cut of which is a gammine that of the Cut of which is a gammine that the conference of Weinter Prop. Eagle others. Name City and	streeted as repetity at left great a he of on origina residence and bridge a se- tual to be charged all. Some
Subscribe Today	to complete manage attention for your	and went than all acquiresource and	PROG STORE	Fire Eagle Street, Name City and	I man also familiar every manning and

on either side of the cartoon are not often used in this way, and while there is nothing particularly objectionable in the arrangement, both would have appeared to better advantage if the smaller headings had been run farther down in the page. The lines in the first part of the principal heading should all be a little longer. The Argus does not usually have advertising on the first page, and when this is run on the inside the arrangement is better.

Good Ad.-display.

On account of the large amount of space devoted last month to a report of the result of Ad.-setting Contest No. 33, all ad. criticisms were deferred. This has meant an accumulation of ads., "good, bad and indifferent," that might almost be termed alarming. The question of rapid composition is brought up again, this time by the Hillsboro (Ill.) Journal. No. 4 was set in the office of the Journal by two men in forty-five minutes. This was very good time, and the ad. is a creditable one, but with the expenditure of a little more time and thought it could have been materially improved. The cut at the top should have been mortised to allow better display for the top line, and this would also have avoided abbreviating "Tuesday." The three lines starting "Separate Coats" should have been brought out a

little stronger to have afforded better contrast with the body matter. The matter underneath the three cuts might have been smaller, and this would have allowed the giving of more prominence to the last two paragraphs. Criticism is requested of No. 5 by Will F. Jackson, of the Plano (Texas) Star-Courier. This is a neat arrangement for a bank ad. and really deserves commendation rather than criticism. The top line is a little out of center, top and bottom, as evidently no allowance was made for the shoulder. This line would also have looked better with a little more space between the words. A little more space around the body of the ad. was advisable. The display lines might be left as they are, as they would stand out all the better by contrast. A large package of ads. was sent by W. Dickson, of the Uvalde (Tex.) Leader-News. All of Mr. Dickson's work is commendable and I am reproducing three of his ads. (Nos. 6, 7, 8). The first of these is exceptional in its arrangement, is well balanced and has good contrast. The same comment also applies to the other two ads., although No. 7 is crowded at the bottom. This ad., however, shows the display lines about the cut well placed, although it was necessary to mortise the cut to do so. No. 8 had only a few words, and could easily have been set in a much less attractive manner. The bringing out of "Paints" so strongly is what saved it, and the use of the secondary panel also helped. Another large package of ads. comes from Alfred Steinman, of the Modesto (Cal.) Herald, whose work has received favorable comment on several occasions in this department. Mr. Steinman appears to be filled with original ideas, and if space would permit I would like to show a number of his ads. No. 9 in the original was three full columns, and made an ad. which could not be overlooked. I. G. Jackson, foreman of the Harrodsburg (Ky.) Leader, sends a large ad. that shows much careful planning. The quotation from Riley was too large, and the underscoring of the principal display lines made too much rulework. Several ads. were sent by W. W. Preston, foreman of the Lynch (Neb.) Journal. Mr. Preston's work shows commendable care, the greatest fault being a tendency to same-

Not the Ordinary Editorial Page.

J. B. Miller, publisher of the Bucklin (Kan.) Banner, in an effort "to get away from the ordinary" in the arrangement of his editorial page, is using the form reproduced herewith. He says that he is being criticized, several printers expressing the opinion that the page was a "typographical monstrosity." This arrangement is being used by a number of papers which, like Mr. Miller, are trying to get away from the ordinary. It gives a distinction to the editorial utterances which they deserve, or at least should deserve.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Doddridge County Republican, West Union, West Virginia.—Two more headings the size of "Local and Personal News" would improve the first page of the Republican. Aside from this, there is nothing about your paper to criticize. It is neatly arranged and ad. display is good.

Oxnard (Cal.) Review.— Your first page is well balanced and very striking. It pays to put good, strong headings on big local stories and I am glad to see that you appreciate this. Ads. are well displayed, but your presswork is not as good as it should be. A little more ink and impression would be an improvement.

Amorita (Okla.) Herald.— You are getting out a very good paper for a boy only twenty years of age. With a little study you can improve your presswork, as both color and impression are uneven. The box

heading, "Circuit Court," in the center column of your first page, is a good plan, but you should have more prominent heads in your first and fifth columns. The rule between the title and date line should be a light-faced parallel rule.

Cottage Grove (Ore.) Sentinel.— Aside from the two or three columns under the heading "Tales of the Town," in which news, paid readers and display ads. are run together, your paper is one of the neatest and best arranged received in many months. Why not eliminate the news items from this department entirely?



Editorial page of the Bucklin Banner, Bucklin, Kansas.

Mancelona (Mich.) Herald.—Your paper is exceptionally neat and it is evident that great care is taken with the make-up and ad. display. More prominent heads at the tops of a couple of the first-page columns would be an improvement. You should avoid running illustrations side by side in adjoining columns, as was done in the issue of March 14.

Caldwell (N. J.) News.— Your paper is another which is commendable from almost every point of view. It is full of news, has an attractive first page and is well arranged throughout. It is too bad that you are obliged to run eight-point plate matter on pages with ten-point type—this is the only thing that detracts from the neatness of the News.

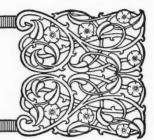
Lynch (Neb.) Journal.—If you run your short local items on your first page every week, you should have a good, strong box heading over the first two columns. Try and keep both color and impression even and you will have a good-looking paper, as the ads. are nicely displayed. There are many much better ads. in the Journal than those you sent for criticism.

Rochester (Ind.) Sentinel.—You are publishing a very newsy paper, well arranged, and the ad. display is good. The new display head, with the extra line, is a big improvement. You need a new title and new rules at the top of your first page, and there is too much space between the rules. I note that you give greater prominence in the date line to the town than to the date—if there is any distinction it should be the other way around.

Clendenin (W. Va.) News.— Your first issue is gotten up in attractive shape, but I don't think you should have devoted a whole page to your own advertising. If you could have filled this page with reading matter it would have made a better impression on both readers and prospective advertisers. A light-faced parallel rule between the title and date line would be better, but aside from this there is apparently nothing about the arrangement that could be criticized.



Machine Composition



BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Oily Distributor-screws.

A correspondent writes as follows: "Your letter of instructions to me regarding the dropping of the matrices on our No. 2 machine was of great value. The elimination of the oil solved the problem, and now I have no trouble. I cleaned the matrices, magazines and everything that came in contact with the matrices, and the machine is running smoothly. Before this treatment the touch of the machine would change and interfere greatly with both speed and clean proofs."

Weak Pot-lever Spring.

An Indiana operator writes: "Having always been benefited when asking for information from your department, I feel sure you can help me in the following inquiry, which, on the face of the proposition, seems very simple. The trouble is this: On every line cast there will be a very thin sheet of metal both at the top and bottom of the slug, projecting from each edge about twelve or fourteen points and running the full length of the line. This is in front of the mold, of course, on the matrix side. Aside from this one little defect the machine is running splendidly. I have done everything I know of to remedy the defect, but have been unsuccessful. Kindly let me hear from you at once."

Answer.—We believe you can remedy the trouble by applying a new pot-lever spring if you find the one in present use is weak or broken. Probably by increasing the stress of this spring it will help matters temporarily.

Plunger Sticks.

A Kansas operator writes: "The trouble that I have on a new No. 5 is with the plunger; have to take it out and clean it three or four times a day or it sticks in the well. Cleaned out the pot and used clean metal, but I seem to be up against it when it comes to finding a remedy. It just sticks around the top; if I take the pin out and push the plunger down it works easy, but can't pull it out unless I use lots of force."

Answer.— In regard to the plunger sticking near the top of the well, probably an examination will reveal a bruise at this place. Dip out the metal so that an inch of the well is exposed, and make a critical examination of the inner part, especially near the top. If no bruises are noted, try fitting the plunger and see if you can discover the cause of the binding. It may be due to a deposit of oxid. If this is the case, a rotary wire well-brush will be the proper thing for cleaning it. On several occasions we have seen the necessity of grinding in a plunger with emery. This is done by using oil and fine emery on the plunger and placing it in the well a determined depth and rotating the plungerrod by putting a long pin through one of the holes or using pliers on it. Procure a fruit-can or any similar vessel and place therein a quantity of mutton-tallow. To this add

about two tablespoonfuls of graphite. After cleansing the plunger, which will be hot, place it in this mixture and rotate it, and then put the plunger in the well. This treatment will tend shortly to overcome the troubles you are having. Occasionally place a piece of tallow in the well with a small amount of graphite, which will make the plunger work smoother.

Wear on Pot-pump Lever-cam.

A California operator writes: "Your reply to my queries received and the suggestions in regard to disk coming up against washer on locking-stud and vise-automatic worked out fine. Your suggestion in regard to the slugs sticking in mold I had already adopted, but your statement that the trouble was due to spongy conditions of slug put me on the right track. I discovered that the plunger extended below the hole inside of well when machine was in normal position. It seems strange, as there is only the one original hole in plunger-rod, and evidently this condition has obtained since the machine came from the factory about ten years ago. It does not seem probable that the plunger-lever roller-cam could wear down that much. However, another hole in the rod one-half inch farther down cured the matter. I had already fixed the vise-automatic by inserting a piece in the rod where it came in contact with the short lever, which secured the same result as bending the rod, but I wished to know if there were a better way. I have filed the inserted block down to the original surface and bent the rod as you suggested, which is much more simple. I find the Machine Composition department of great value to me."

Molds and Mold-disk.

A Canadian operator writes: "(1) Having on a previous occasion had the opportunity to appreciate your valuable consideration toward me in giving information that I required in regard to linotype operation, I ask you once more what I should do in this particular case. When casting lines of from ten-point to fourteen-point or more the slugs come out through the trimming-knives perfectly true at all parts from thirteen ems to thirty ems. thickness is also perfectly true at top and bottom. But (and this is the particular point) when casting six-point or eight-point the slug is true at both ends while at the bottom it is two thousandths low. What is the cause?
(2) Another trouble is with the disk. When working on one mold, which I will call the ten-point mold, the disk works very tightly and it has caused me worry because of its not revolving properly, as when the slug is about to be ejected the dowels sometimes do not connect or else do it with a jerk or noise. On the other hand, if I turn the disk and work on the other mold, which I will call the twelve-point, it works most satisfactorily. I have endeavored to find the

difference in the case, without available success. I have cleaned, brushed and scraped the two molds thoroughly. There is no metal on them or on the disk anywhere."

Answer .- (1) In regard to the variation in slug thickness, you should have sent a slug for examination, as without it we are unable to give you any definite information as to the cause of the trouble. Send a slug that is correct and one that is incorrect in measurement. Besides this, let us know how many molds in your disk and whether they are standard or universal. Also, let us know if you have an adjustable knife-block. (2) In regard to the mold-disk bushing not aligning with the studs on different occasions, you should first give attention to the brake and set it so the disk will stop without unnecessary vibration. The next thing to receive attention is the disk. It should be made to work freely when revolved by hand. See that there is no metal under the ejector-guide and that the mold-guards do not rub on the mold-slide. This sometimes occurs when they are warped. Next determine the amount of play between the square pinion and the cam-shoes. Here there should be just a contact and no great amount of clearance when the disk comes to a stop. Set the shoes in if too much play is found. This is done by removing the cam-shoe screws and turning in on the bushings.

Slug-trimming Knives.

A Tennessee operator writes: "I am having considerable trouble in getting my knives properly adjusted, especially the left-hand knife. I understand this knife has been giving more or less trouble, ever since the machine was put in. I am sending, under separate cover, a sample of slugs. You will notice the knives trim the middle and not the ends on the wide slugs, while on thirteen-em ten-point slugs the knives trim the entire back. On eight-point thirteen-em slugs the knife scarcely touches at all. These slugs were made in immediate succession. After running for some time on a thirteen-em ten-point slug the knife seems to recede, not trimming at all. I have examined everything that I thought could cause the trouble, but can find nothing wrong. The bolts that hold the knife are as tight as I can possibly get them."

Answer .- The trouble you are having may be induced by dull trimming-knives and also by having worn lockingstuds and bushings. We suggest that you remove your mold and wipe the disk and base of mold where it bears on the lower side of mold-slot. Return the mold to the disk. Bring the banking-screws to a bearing and then tighten the mold-cap screws, finally bringing the mold banking-screws up as tight as you can. Remove the left knife and its spring and place the edge of the knife on a straight-edge and see if its cutting surface is straight and without a bow, as the trimming of the large slugs suggests. If the knife has a bow or is dull, it should be sent to the Mergenthaler Company for regrinding. Both knives should be ground at the same time. If the cutting edge is not curved, the knife may be put in place and gradually brought to a position to take off the minimum of overhang on the slug. If after a number of slugs are cut the knife appears to have slipped, examine the locking-studs for appearances of wear. Also note if the mold-disk gives a second movement forward at ejection of the slug. The disk should remain stationary when it goes on the locking-studs to eject the slug, and must not make an additional movement when the ejector-blade strikes the slug. If it makes this abnormal movement you may build up the washer on the right stud (if there is one there) or apply a few thin pieces of brass rule under the locking-stud block to compensate for the lack of a firm bearing of the disk. After this is done the disk will have

but one movement forward for ejecting of the slugs. Following this operation, it may be necessary to readjust your

Recent Patents on Composing Machinery.

Typograph.—R. Thomas, Charlottenburg, Germany. Filed May 16, 1910. Issued April 23, 1912. No. 1,024,296.

Monotype Stop-bar.— J. S. Baneroft and M. C. Indahl, Philadelphia, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 3, 1911. Issued April 30, 1912. No. 1,024,491.

Type-ssembling Mechanism.— J. S. Baneroft and M. C. Indahl, Philadelphia, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 12, 1911. Issued April 30, 1912. No. 1,024,492.

Justifying Mechanism.—R. C. Elliott, London, Eng., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed September 30, 1908. Issued April 30, 1912. No. 1,024,503.

Short-type Mold.—A. L. Knight and W. N. Clements, Philadelphia, Pa., assignors to Lanston Monotype Machine Company, Philadelphia, Pa. Filed December 4, 1911. Issued April 30, 1912. No. 1,024,512.

Pa. Filed December 4, 1911. Issued April 30, 1912. No. 1,024,512.

Monotype Pump Lock-out.—B. Leffingwell, Clifton, Pa., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed June 30, 1911. Issued April 30, 1912. No. 1,024,514.

Monotype Die-case Mechanism.—F. H. Pierpont, Horley, Eng., assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed August 6, 1910. Issued April 30, 1912. No. 1,024,524.



"An Old-style Type." Design by Paul Kuhn, Munich, in Buchdrucker-Woche.

BOTH OF THEM WERE PUZZLED.

Willard S. Straight, of the Morgan banking house, said in a recent letter from Pekin:

"The things that puzzle and perplex us in the Chinese become, on closer knowledge, simple, and so, no doubt, do we perplex and puzzle the Chinaman till he gets to know us better.

"It is like a mandarin from the far interior who dined with me the other evening. In his honor the dinner was Chinese. One course consisted of eggs apparently quite whole, yet within them was a delicate salad of mushrooms, lettuce, nuts and mustard.

"'It puzzles me,' I said to the mandarin, 'how all these things are put inside a whole egg.'

"My guest took up an uncut magazine from a table.

"'But it puzzles me still more,' he said, peering between the leaves, 'how you manage to put printing in here!'"-New York Sun.

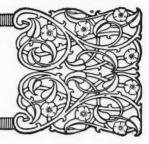
JARRED HIM.

Hostess (pairing off the guests) - " Mr. Parvenu, you will please take Miss Gumwell out to dinner."

Parvenu - "Eh! Why I thought you were havin' the dinner here in the house." - Boston Transcript.



Bookbinding



BY A. HUGHMARK

Under this head inquiries regarding all practical details of bookbinding will be answered as fully as possible. The opinions and experiences of bookbinding this department of value to the trade.

Preservation of Magazine Articles.

Almost every one who reads, nowadays, is interested in some particular magazine or periodical for entertainment, or for general or specific information. The various numbers of the different magazines are made up of much matter that is of fugitive value --- some that is of more than passing interest and some that is replete with information that we would not get otherwise. This may be in the nature of a "kink" formulæ, or short treatise on a scientific or technical subject, or it may be a full description of practical experiments covering novel features of human endeavor, making several instalments. Sometimes we find more than one writer elucidating the same subject from different angles. Matter of this kind is what we would like to keep for future reference in some form easy of access, the moment we need it. Preserving periodicals in their original shape is impractical, and binding them into yearly or half-yearly volumes is expensive and does not serve the purpose, because we have then to look through the volumeperhaps several volumes - for the items or instalments. Then, too, bound magazines accumulate too fast and fill up

The only way to keep such matter for reference is to cut out the desired item, article or articles, and put each as a whole into a paper cover marked on the outside, in ink, with the name of the subject and its source.

The majority of magazines are side wire-stitched, with glued-on cover. These should be torn off and the wire staples pulled out. The sections can then be separated by bending one end of the back, first to one side, then to the other. This breaks the gluing and exposes the individual sheets so that they can be removed in rotation by laying the book down front side up, picking the top section up at the head, turning it over toward the left and pulling it from each end, until it breaks off the book. This method is also followed in taking apart books that have been sewed; but in this case a knife should be kept handy for use in cutting the threads that hold one section to the other. After separating the sections there will be a ridge of dry glue on each side of the back of each sheet. This must be scraped off with the edge of a dull knife. When all the sections have been cleaned they should be placed in their regular order. The article desired is then taken out by splitting off the leaves in front and back of it. If the heading of the article starts at the top of a right-hand page, so much the better. It then becomes a title-page. If it begins on a left-hand page, something irrelevant to it will be printed on the preceding page. This should be crossed out lightly with a lead-pencil. If the page is divided between the ending of something that we do not want and the beginning of that which we desire to keep, the one not wanted may be crossed off. If, on the other hand, a poem or an illustration or

other item that is complete in itself occupies part of the page with either the beginning or ending of the article that we want, this may be left in, as it will not mar the contents of the whole when finished.

It would not look well to have a crossed-out page or parts of pages, or the word "continued" or scattered page-numbers interspersed here and there throughout the collection. Therefore it is best to erase the numbers and "continued" with a sharp knife. There are always enough illustrations and short "fillers" that can be used to paste over the crossed-out matter.

The method of binding such matter, of course, will depend on the use that the collector desires to make of it. Old books already bound, bearing on the same subjects, may be brought up to date by incorporating new matter. Encyclopedic articles may be made more thoroughgoing by the same means. Whole collections of articles on kindred subjects may be whip-stitched and bound into volumes for the book-shelves, and single papers can be put into paper covers. To further illustrate this system of collection it may be permissible to describe the writer's experiments along these lines.

From complete sets of Scribner's and Harper's magazines, up to 1898, a set of books was made comprising ten volumes. The contents of the different volumes run as follows:

Artists and Their Work.

Cathedrals and Chateaux.

A History of Lincoln.

Siberia and Palestine (George Kennan).

South America, As Seen by Curtis and Ruehl.

Ante-bellum Days, Frontier Life and Plainsmen.

India and China.

Islands and Islanders.

The Storehouses of the World's National Resources.

Away from the Beaten Paths.

From technical periodicals and catalogues, volumes have been prepared on Electricity; Cement; Glue and Adhesives; Inks, Colors and Stains for Wood, Glass, Paper and Metals; Paper; Glass; Metals; Iron and Steel; Minerals and Precious Stones; Jewelry, Ancient and Modern; Forestry and Woodwork; Enamels; Leather; Carpets, Rugs and Textiles.

The encyclopedia has been brought up-to-date on the following articles: Aeroplanes, Blowpipes, Furnaces, Engraving, Acetylene, Radio-activity, Carborundum, Bookbinding.

The histories of Norway, Spain, Portugal, China, Mexico, Central and South America, Turkey and Japan have also been augmented by the articles giving the most succinct accounts of the changes effected.

Single papers on various subjects were put in covers and filed in alphabetical order.

This method is far superior to "scrap-book" collections, both in appearance and usefulness.

The neatest way to bind in a few leaves or sections into a paper cover is to cut the cover large enough to project one inch on each side of the front when wrapped around. The next operation is to jog the leaves even at the back and lay them down on the cover one inch from the front; then the front cover is drawn over the back and rubbed down against it. This will crease the cover in two places in the center for the back to fit into. The cover should be folded in these creases so as to make the back well defined. The leaves should then be inserted and fastened into the cover by sewing, stitching, punching and lacing, or stapling through cover and leaves about one-quarter of an inch from the back. The cover should then be folded out on



Suggestion for an invitation to an exhibition of art bookbindings.

From the Buchdrucker-Woche, Berlin.

each side one-half inch from the back and pasted or glued down over onto the fasteners or sewing. When this has dried the covers should again be folded, this time in over the book and even with the back. This will bring the cover to the front and even with it. By this method the leaves hinge or turn against a stub of the cover and the cover hinges at the back without straining the leaves. Furthermore, the stitching is permanently covered, which gives to it a good, clean appearance. The edges may be trimmed off with a knife and ruler or they may be left rough, with the cover cut even with the largest leaf.

SENATE PASSES BILL CUTTING PRINTING EXPENSES.

The Senate on April 9 passed the bill revising the printing laws, thereby achieving, it is estimated, a saving of more than \$600,000 a year and increasing the efficiency of the Government Printing Office. The law governing the printing of public and Congress documents has long been recognized as defective. The printing investigation commission found the laxity and incompleteness of the printing laws were chiefly the cause of the abuses that have grown up in this field. It was to overcome these defects that the bill passed by the Senate was framed. It makes several minor changes in the conduct of the printing-office, centralizes responsibility and provides an adequate auditing system.

An amendment was added to the bill authorizing the distribution of the Congressional Record up to one hundred thousand copies and fixing the subscription price at

50 cents a month, or \$2 for the long session and \$1 for the short session. This was a modification of Senator Heyburn's proposal to print a million copies and to fix the subscription price at \$1 a year, in order that the public might have an opportunity to read the speeches delivered in Congress. The adoption of the Heyburn amendment would have required new buildings and new presses and would have cost many millions of dollars a year. It was estimated that ten carloads of paper would have been required daily for the million copies. The present circulation of the Record is about thirty-six thousand copies.—

The Paper Mill.

Written for THE INLAND PRINTER.

THE PRINTER.

I've often heard the folks remark,
When visitin' our place,
That printers was the wickedest
Of all the human race.
Then they'd begin and sling the waps
About the printer chaps,
Until I'd feel I'd like to lam
An ink-can on their maps.

They'd talk about the cussin',
And printers' reckless ways;
How they'd scatter all their earnin's,
Savin' none for rainy days.
But I only wish those knockers
Could hear some printers chin;
I reckon, then, they'd change their minds
About the wasted tin.

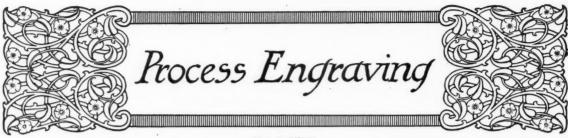
One day, when we was off fer lunch,
I heard a feller say:
"Hi, Jim! where did you spend last night?
Why did you stay away?"
And then the other guy replied:
"Well, Tom, you understand,
I heard that old Joe Brown was sick
And couldn't move a hand.

"So I called in to cheer him up
And chat with him awhile,
To see if on his poor, old face
I couldn't raise a smile.
Then when I left I went down-town
To tell the boys of Joe —
They 'lowed they'd try and see him ere
He left this world below."

The other guy, he thought awhile,
And then he says to Jim:
"I guess we'd better start a purse
And send it out to him —
Poor beggar needs it for his kids —
He's had a losin' fight.
And, Jim! if you'll collect that purse
I'll take it out to-night."

I tell you, that fer fellership,
And all that sort of dope,
There's nothin' beats a printin'-man
To give you help and hope.
He'll stick to you 'till you cash in,
And when at last you're dead,
He cheers, and helps, your widowed wife
To earn the children's bread.

Yes, he might be sort of reckless,
And nearly always broke;
But I want a printer by me
When I lie down to croak.
And when at last I'm on the road
That leads no man knows where,
Why, let me off where printers stop—
I'll hang my hat up there.



cess engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Cleaning the Hands After Work.

"Photographer," Boston, sends a photograph of the etcher's hands in his shop, and asks advice as to what can be done for them.

Answer.— The picture is an admirable piece of photographic work, for it shows every detail in the skin on the back of one hand and the palm of the other, and it is evidently a case of bichromate poisoning in chapped hands with abnormally rough skin. It is a case for a physician. Most of this trouble might be avoided by proper care in cleaning the hands after work. In a most important plant in New York the vilest of common soap and coarse cutting sand are supplied the men to clean their hands, which is all wrong. In order to get bichromate or other poisons or stains through the skin, no better plan could be adopted than to fill the skin full of scratches. Several ways of keeping the processworkers' hands in good condition have been given in this department. The following method of removing dirt looks reasonable, and is taken from the American Photo-Engraver: Dissolve two packages of pearline in half a pail of water, pour in five ounces of glycerin and then stir in five pounds of powdered pumice-stone. Add more water if needed to secure a pasty consistency to the mass. The glycerin will prevent the mixture from hardening, and if desired some rosewater or other perfume can be added to give it a pleasant smell.

Labor-saving Must Follow Cost System.

The writer was requested recently to visit a plant and report if anything could be done to reduce the cost of the product, as it was found through the introduction of a cost system that the plant was not making money. In fact, through depreciation of plant, and figuring interest on the investment, it was feared that the fall would show a deficit, especially if business should be dull during the summer

The plant was a new one. The proprietors were experienced men, but the premises they occupied were entirely too large for their use; they had spread themselves all over it, so that the distances were in all cases too great. The cameras were too far from the darkrooms. Then the cameras were all too large, so that the operator was obliged to carry a large plateholder and screen back and forth a long distance to make a minimum negative. Getting cameras, lenses, screens and printing-frames too large is a mistake made by many at the beginning. They are practically equipped for only the largest plate, which they might get once a month. And few get themselves an 8 by 10 camera, lens and screen, on which more than half the work that goes through a shop could be made. There is so much economy in a small camera that it will pay for itself in a short time. In this new plant the switch to turn off and on the lights was not placed conveniently. The water-taps lacked screwthreads to attach strainers to prevent splash and save dirt particles from tearing holes in the film. The sinks were without "splash-boards"; the darkrooms were not lighttight, and so on - it would take a book to record all the labor and money saving improvements necessary in this particular new plant. This brings the suggestion that, following the cost system, photoengravers need an efficiency engineer to show how money can be saved, not only through the proper layout of the plant, but by securing economic tools with which to work.

Women as Photoengravers.

From Palatine, Illinois, comes a letter from a young woman, in part as follows: "Will you be kind enough to answer a few questions from an interested reader of your magazine? What chance is there for a woman to succeed in the work of photoengraving and colorwork? What is the average salary of a fairly successful engraver? Is there a demand for these workers, or is the field already overfull?"

Answer .- There were at least five women photoengravers at work in New York a few years ago. Now there is but one. It would seem that as soon as a woman earns enough to get married she gives up photoengraving. As to the wages paid, in Chicago seventeen firms found the average in the lesser branches of photoengraving to be \$21.75 a week, while in the higher skilled branches the average wage paid was \$33.66 a week. As to whether there already are enough workmen depends on the point of view. The man looking for work thinks there are too many, while the employer looking for workers thinks there are too few. For further information, write Matthew Woll, president of the International Photoengravers' Union, 6111 Bishop street, Chicago.

Half-tone Screen on Dry-plate Film.

A. de Betancourt, Havana, Cuba, writes to inquire if a patent has been granted in this country for printing a halftone screen on the film of a dry plate. He thinks that if a screen were printed in a red aniline dye on a process dry plate, that the screen would wash away in the development, and such a plate would find a market among amateur photographers who want occasionally to make a half-tone illustration.

Answer .- It may be that such a screen is patented in the United States. But it would be impracticable because an air space is required between the screen and sensitive film to secure the gradations in the half-tone dots. If you will turn to Penrose's Process Annual for 1910-11, pages 89, 90, 91, you will find what you are looking for. It is called "Palmertype," the invention of W. H. Palmer, of England. Mr. Palmer printed a half-tone screen on the

glass side of a dry plate. This plate was exposed glass side toward the view or object to be copied, and is an entirely practicable way of securing gradations provided different thicknesses of glass are used, according to the camera extension and the pitch of the screen. For instance, for fine screens the dry plate would be of thin glass, and for coarse screens thick glass would be used. These would have to vary still further to accommodate the camera extension. In this department of the April number you will find a detailed account of "Palmertype."

Photoengravers to Enjoy Boston Hospitality.

Even the Mayor of Boston — the Hon. John F. Fitzgerald — has written a letter to the members of the InterIn the early days monthly meetings were the rule, but during the past four or five years weekly luncheons have been held with commendable regularity. At a recent luncheon, when but three members were absent, a photograph was made. It must be remembered the picture was taken before the beans were served, which explains the dignified expressions. After a luncheon of codfish and beans Bostonians are usually too hilarious to have a picture taken.

Mr. Folsom delights to tell what a happy family the organization is. In a recent after-dinner talk he said:

"Our members have stood together through thick and thin. When one member of the organization has had hard sledding, the others have helped. All have joined to eradicate trade abuses, and some of the most flagrant abuses



The Boston Photoengravers, at a Noonday Luncheon, Talking Over Convention Plans.

From left to right, standing: Messrs. Sunergren, King, Doran, Folsom, Bonker. Sitting: Tenney, Tripp, Hendry, Clark, Wright, Blanchard, Blaikie. Dunbar and Burbank.

national Association of Photoengravers urging them to come to Boston on June 10, 11 and 12. His letter closes with this sentence: "The tradition of hospitality is a second nature with all true Bostonians, and the officials of the city only reflect the spirit of the people in bidding all visitors a hearty welcome."

L. B. Folsom, chairman of the Committee on Publicity for the Boston convention, says that no better lesson could be had in the matter of cooperation than the one photoengravers will receive on visiting Boston this year, for the reason that the members of the Boston Association of Photoengravers have been so closely affiliated for fifteen years that cooperation in hospitality is easy, and they want to show, not only those from Missouri, but every photoengraver on this continent, and those from Europe who will be there, the business and social advantages of organization.

For it must be remembered that the Boston Association of Photoengravers is fifteen years old. It is affiliated with the Boston Typothetæ Board of Trade, which comprises the printers, engravers, electrotypers, paper-dealers and binders. Still, none of the associations in the printing trades has more clearly exemplified the idea of cooperation among rivals than has the Boston organization.

have been completely done away with. Protection to all from cut-throat competition has been secured through making the fight against ruinous competition a common cause. We have stood together through two strikes, and in other ways we of Boston have found it to our mutual advantage to work on a broad-gage, cooperative plan.

"It is extremely doubtful that any further proof of the cooperative spirit will be needed than the program that we have outlined for our visiting brothers and friends on June 10 to 12. Just as the foundation of the cooperative work was good fellowship, so the foundation of the good time at the convention will be hospitality. What we have accomplished, and how we did it, will be explained at the convention, and this information alone will repay all visitors to our city.

"Ward M. Tenney, who took an active part in the preliminary work that resulted in the National Convention of Photoengravers, held at Buffalo in 1897, and who was its first president, is still with us. When the 'National' became the 'International' association, Boston again furnished a president. We have always been well represented at all national conventions, and on several occasions by one-hundred-per-cent organizations. Therefore, ours is the logical city for the sixteenth annual convention, and we promise to make the occasion worth the while of all visitors who honor us, no matter how great the distance they come."

Brains Among Photoengravers.

The high quality of intellect among the men in the photoengraving industry is strongly evidenced in their thoughts expressed in the *Photo-Engravers' Bulletin*. Here, for example, are a few sentences:

R. B. Teachenor, of Kansas City: "Photoengraving, as an applied industry, being little over twenty-five years old (many of the men now in it being pioneers), the business



F. W. DUNBAR, Treasurer.

President.

EDGAR E. NELSON, Secretary.

Officers of the Boston Association of Photoengravers.

has been in a formulative state, and has constantly suffered from lack of stability, owing to changes and perfection of processes. These many and complex processes, and the highly technical knowledge necessary to operate plants, seemed to have developed the technical and artistic qualities of the pioneer proprietors at the expense of their business qualifications. Thus was the square-inch basis of plate charges established, without knowledge of first costs, that has fastened upon the trade an incubus that will take many years to remedy."

F. W. Gage, Battle Creek: "Prices in the photoengraving industry have for so many years been made in absolute ignorance of the cost of production that it is almost a wonder that the history of the trade reveals no more shipwrecks than it does."

George H. Benedict, Chicago: "We know there is no equity in the square-inch rate, and we find there are no ethics in the cost systems. We know that the cost system gives a different unit of cost with every plate turned out, and a variation of over one hundred per cent on plates of equal size."

Louis Flader, Chicago: "Socialism, or what passes for it in the minds of many, is a factor in all disputes between capital and labor. The usually accepted tenets of socialism appeal to the man with less of these world's goods than his neighbor, and their application seems to the unthinking an easy method of annexing wealth not earned by the sweat of his brow or any other part of his anatomy. Socialism is a science and will be perhaps solved some day by scientists; certainly not by a mob bereft of all understanding of responsibility and utterly lacking in the sense of obligation."

Three-color Work Requires Organization.

Here are a few most valuable suggestions from the *British Journal of Photography* regarding the organization necessary to make commercial three-color work profitable:

"There is no doubt that much of the expense in threecolor blockmaking is due to a want of cooperation of the
workers concerned in it. Thus the operator declares that
the certain kind of negative he makes must do; the metal
printer in his turn has a violent prejudice in favor of a particular kind of dot in the negative, and declares it impossible to print any other sort; the etcher thinks a certain
amount of reetching essential, although the plate might
well do with less if the first etching had been sufficient;
and finally the prover gets his effects by all sorts of variations in the inks.

"Now this ought not to be so, and the first step to improvement is to let one of the group, having a full practical knowledge of all the stages, be put in control, and say what sort of a result should be obtained at each stage. Since the fine etcher (or finisher) is the man that has to put all errors right finally, and since his labor is so expensive in time as well as money, it is best to give the fine etcher the foremanship. This presupposes that the etcher foreman is possessed of the requisite qualities and is going to be a reasonable man, and see that the plates are got through with a minimum amount of reetching rather than a maximum, and to see that errors left to the etcher to correct are small; he must determine to save this work as much as possible rather than rely upon it. To do this he will see that a strip of neutral grades going from black to white is



B. FOLSOM. F. O. CLARK

Executive Con

F. O. CLARK. A. W. DEMPSEY.

put up alongside each copy, and that this graded strip is photographed alike in each of the three negatives, and printed alike on the metal.

nittee, Boston Pho

"If he has not etchers who are exceptionally experienced, he will have the job in hand proved up in color before he allows any fine etching at all to be done, for then it will be obvious where the corrections must be made, and if the preceding work has been properly carried out, and the printing-inks are good complementary shades, but little fine etching will really be required."



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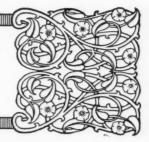
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Pressroom



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Drying Printed Matter by Electric Heat.

(1208) An ingenious printer has devised a drying cabinet in which drawers are placed where printed matter from the jobbers is spread out to dry. Rush jobs are delivered in short order owing to the facility for drying out the ink. Work that would ordinarily take over-night to dry is ready to deliver in two hours. The heating apparatus is electrical and is connected to an electric light socket by a wire which allows it to be put into action at will.

Embossing from Type.

(1207) Submits a bill-head printed on a light-blue paper in blue, green and persian orange ink. The presswork is excellent. The parallel rules in green and orange are a trifle out of register, which mars the appearance of the work. The word "printers," in green, surrounded by an outline letter in bronze-blue, registers perfectly. This line is embossed in medium relief. The embossing does not add to the attractiveness of the design owing to the outline letter being printed in a dark color. It is quite possible that it would appear to better advantage if it were embossed without having the outline letter. Embossed work appears to the best advantage when the entire letter or character is in relief instead of a part. Note the appearance of steeldie embossed printing, the beauty of which lies in the regularity of the contour of its relief surface. The printer writes as follows: "The enclosed sample of letter-head is something out of the ordinary for one complete form. This job was lifted from the press only once for the different colors. The embossing is something rarely done with type."

Tint-blocks.

(1203) "Would like to procure information on how to mount pressboard on old cuts, and the kind of pressboard required. Is sample enclosed suitable for this purpose, or what kind should I use? About the ink used on such work, what kind is best suited and in what condition should the rollers be? We have ordered new summer rollers for our jobbers from a southern roller house, as we are in the southern climate, which I think has a great deal to do with producing anything like satisfactory work. Have used patent leather for tint-blocks, but can not cut out designs as well on this as I would like."

Answer.— Use the thickest pressboard for tint-blocks, the sample you sent is too thin for this purpose. Still, you may be able to get good work out of tint-blocks made of heavy blank board, which will be varnished several times before using and after being mounted. Use glue and attach to the under side of a plate block. Leave it under pressure until it adheres firmly—possibly an hour. Make your transfer on the card, and with a sharp knife cut out the design. When finished give a coating of gloss varnish to the entire surface and the edges as well. This will make

the card resist the pull of the rollers. No stiff ink should be used, as it may tend to tear the card from the block. The rollers should be fairly hard, and the tint should not be very tacky. Use the tint bodies furnished by your inkdealer, as these are easily manipulated and can be modified for any grade of stock.

Printing on Tin.

(1202) "I am employed in a concern that has recently added a can factory to its already large plant. We have been endeavoring to print one, two and three color work on tin plate from rubber plates, without success. We first tried plates made of zinc and have had a fair degree of success. With one exception the ink does not cover as we would like it to; it should appear quite smooth. I have mixed pulverized magnesia in the ink and it helped a great deal. Any suggestions will be appreciated."

Answer.— To print on coated tin you require a special ink, which you can secure from your ink-dealer. This ink is very tacky, and holds together nicely under pressure. Zinc plates mounted on solid bases are suitable mediums to Good results are obtained if the tin plate is evenly coated. Considerable pressure is required and the makeready must be practically unyielding. For some lines of work rubber can be adapted by the printer to his advantage, especially in printing on metal surfaces such as on tin-foil and on coated tin plate. Celluloid also is easier printed from rubber than from metal type or plates. The Louis Melind Company, 103 South Fifth avenue, Chicago, makes a specialty of furnishing rubber stamps of a harder grade than the ordinary kind in use. To printers engaged in specialty lines this will be a valuable point, for heretofore only rubber stamps of the common variety were obtainable. For a high-class grade of tin printing the tinplate press is the only satisfactory way of producing such work. These presses are of the lithographic type and of the offset pattern. See advertisements in this magazine for manufacturers.

Perforating on a Platen Press.

(1206) Submits a variety of specimens of printing containing perforating-rule. The perforating in some instances is so heavy as to almost cut the paper, while on other samples it is inadequate for the purpose intended. It appears that this condition is due to irregularities in the rule. The printer writes: "We have a great deal of trouble with perforating. I enclose a few samples of what we have to do, and of course we have all varieties of perforating. I appeal to you for help, as I have done heretofore. (1) What in your opinion would best suit our needs in perforating? (2) Is the perforating-gripper a practical affair, and will it wear? (3) Will the Bates patent perforating-rule perforate 6-ply tough check (also the carbon sheet

enclosed) both ways with one impression? (4) Can you offer any suggestions which will aid me in getting a more satisfactory perforation without cutting my rollers?"

Answer .- (1) Your perforating-rule should be sharp and of even height to give good service. The rule can not be kept of an even height where it impinges directly on the platen. You should have a sheet of brass beneath the tympan. This will save both the rule and the platen from damage. In perforating paper the rule may be left as it is when new. In perforating without printing, as in carbonized sheet, you should lock up a six-point black-faced rule on each side of the perforator. This will prevent the rule cutting through the tympan too far and will permit a longer run. (2) We have not seen a practical perforatinggripper that will give any lengthy service. (3) We are unable to tell to what extent the Bates rule can be used. Tough checks can be perforated if the notches are cut so as to minimize the resistance offered to the rules. By making a square notch instead of a V the resistance will be lessened. You can not use rollers on perforating-rules without cutting the surface thereof. If you have much perforating it will save you money to have a power perforator installed.

The Cause of Worn Type.

(1204) Submits an eight-page work-and-flop circular printed on a light-weight book-paper from a type-form. The make-ready is not well carried through. The inking and register are up to standard. The printer writes: "As a constant reader of your magazine, I take the liberty of asking if you have any idea as to what is the matter with our 14 by 22 Gordon. The enclosed sheet shows type worn off on all pages on each side. Regular pressboard was used, with hard packing; impression-screws were tight, and the press was level. Any information will be greatly appreciated. This press has been running right along in good shape and never did this before."

Answer .- In order to give an opinion as to the cause of the defective printing, we should see one of the first impressions pulled, following the O. K. proof. Also the nature of the make-ready should be known. To this end we would have to inspect the entire tympan when the run is completed and to know the number of impressions run from the form. We can not see that the press is at fault in producing work of this character. Damage to the type on the edges of the pages toward the inner margins is not characteristic of any defect in the press. If twine were used between the grippers and were by accident placed where it came in contact with the type it would produce just such an appearance in the print on the page-edges. To prevent the slipping of the cords that are stretched from gripper to gripper a series of small holes should be drilled along the edge of each gripper about one inch apart. These holes will serve many a useful purpose. For work of this kind a soft tympan of print paper covered with a top sheet of strong manila should be used. A sheet or two of pressboard placed in the middle of the tympan will allow sufficient resiliency. The spot-sheets may be placed below these pressboards. If the run is a long one the top sheet may be repeatedly changed and the pressboards can be reversed in position to prevent indentation. If the type is in good condition to begin with, it should last with little or no perceptible wear through a long run.

Economy in Power.

(1205) A northern printer writes as follows: "I have a 19 by 25 Potter Junior drum cylinder and 10 by 15 and 12 by 18 jobbers. I do not use the cylinder very much. I average three and one-half hours a day on the 10 by 15,

and one and three-quarters hours on the 12 by 18, while on the cylinder I average only three hours of use a day. But it will cost me a minimum rate of \$2 a month for power for a two-horse motor to run this press. What I would like to know is: Is it economical to discard motors on the two jobbers and connect by a clutch and shaft with the motor for cylinder? Heretofore I have run cylinder with gasoline engine, but will discard engine when I move into new building. If I should send you list of material I have, will you give me a layout for same in new building?"

Answer .- In regard to the motors we believe that the most economical way for you will be to buy a motor (onethird horse-power) for each platen press, and to attach the two-horse-power motor to the cylinder press. This will do away with extra shafting, belting, etc., and will decrease the loss of power directly and will ultimately be cheaper for you than to connect up with belts and shafting. The amount of current used will be naturally less than where the motor is driving countershafts and belts. All modern plants are equipped with individual motors, there being no objectionable features except the one, which is the first cost. The ultimate gains, however, overshadow this feature, so it is lost sight of entirely. We will help you lay out your floor-space if you furnish the floor dimensions and wall openings in a plan and give the space occupied by each object in the equipment.

CHINESE CURRENCY, WEIGHTS AND MEASURES.

Duties are payable in the haikwan or customs tael of China. A tael is a Chinese ounce, or 11/3 ounces avoirdupois, of silver, of which the average value in 1910 was 66 cents gold, as compared with 63 cents in 1909, 65 cents in 1908, 79 cents in 1907, 80 cents in 1906, etc. The rates are fixed in taels, mace (one-tenth of a tael), candereens (one-tenth of a mace), and cash (one-tenth of a candereen). They are actually paid in most open ports in Mexican dollars and fractions thereof at current rates of exchange. In ports where the local tael is in common use it is paid in taels and fractions thereof at the current rate of exchange between the local tael and the official or customs tael, as indicated. Weights are on the basis of a picul, weighing 1331/3 pounds avoirdupois, a catty, which is one one-hundredth of a picul or 11/3 pounds avoirdupois, and a liang, or Chinese ounce, one-sixteenth of a catty, or 11/3 ounces avoirdupois. A Chinese chang is equal to 10 Chinese feet, or 141 English inches. One Chinese chih is equal to one-tenth of a chang, or 14.1 English inches.-Consul General George E. Anderson, Hongkong.

WILLIE'S PRAYER.

Willie, aged five, was taken by his father to his first football game. The extent to which he was impressed did not become evident till he said his prayers that night. Then, to the horror of his parents, Willie prayed:

" God bless papa, God bless mama, God bless Willie; Boom! Rah! Rah!" — Ex.

STRONG EVIDENCE.

"What makes you think he had been to a drinking party?"

"He came home," sobbed the young wife, "wearing a phonograph horn for a hat." — Ex.

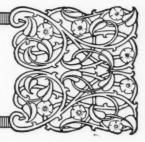


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Question Box



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade.

All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

Counter Pad-books.

(1186) "I wish to learn of a printer or firm who gets up counter pad-books for the use of general stores."

Answer.—General Manifold & Printing Company, Franklin, Mass.; the Bennett Register & Printing Company, Lisbon, Ohio.

Where "Optical Illusions" Can Be Found.

Through the courtesy of N. S. Amstutz, the research engineer, Valparaiso, Indiana, question 1139, April issue, is answered as follows: "'Optical illusions' can be found, with a list of illustrations, in 'Experimental Science,' pages 223-232, edition of 1890. Munn & Co., New York."

Nonpareil Press Located.

Barnhart Brothers & Spindler, Chicago, in answer to question 1112, April issue, inform The Inland Printer that they have a 12 by 17 Nonpareil press, receding bed, which is the latest style of that press, made by the former manufacturer—the Cincinnati Type Foundry Company, Cincinnati, Ohio.

Cards with Embossed Emblems.

(1185) "Will you please give us the address of some firm that furnishes cards with embossed emblems thereon for different societies, preferably Masonic?"

Answer.—Wm. Freund & Sons, 16 East Randolph street, Chicago; John B. Wiggins & Co., 63 East Adams street, Chicago; A. Stander & Co., 231 North Fifth avenue, Chicago, and the Penn Card & Paper Company, Philadelphia.

Transparent Tissue.

(1111) "We will appreciate it if you will give us the address of a dealer in transparent tissue, of the kind used for putting fronts on small boxes to show off the goods on the inside."

Answer.— The James White Paper Company, 219 West Monroe street, Chicago, are the selling agents for a transparent paper known as "Zephyr," which is used for the purpose mentioned.

Treatise on Celluloid.

(1209) "We would like to purchase a treatise on celluloid—one that will give us full information in regard to printing on it and mounting it on paper."

Answer.—" Celluloid," by Doctor Boeckmann, is a valuable treatise, but it does not contain the information desired. In order to print on paper and have it attached to celluloid you must procure special inks known as alcoholproof inks. When printed, the paper is dipped in wood alcohol and then placed in contact with the sheet celluloid and kept under pressure. As the alcohol is a solvent for the celluloid, it causes it to soften the surface a trifle, thus permitting a closer union between the two bodies. The reason

for an alcohol-proof ink is obvious. If you desire to print on celluloid, ask for special inks. These are heavy-bodied and dry readily on the surface of this material. The makeready will be quite similar to ordinary letterpress printing. The rollers should be hard.

Gleitsmann Ink.

Question 1142, appearing in the April issue, has elicited the following response from Frank Nossel, American representative of the Victoria Platen Press Manufacturing Company, 38 Park Row, New York: "I send you a copy of our latest house organ, the Victoria, in which you will find an insert from these [Gleitsmann] ink manufacturers. To my knowledge there is no agent handling Gleitsmann inks in this country, but if the correspondent would like to get some of this ink, I would be very glad to give him any further information." The name and address of the ink manufacturer in question is E. T. Gleitsmann, Dresden, Germany, with branches in a number of European countries.

Concerning the Future of the Printing Trade.

(1200) "There are three questions I would like answered in the columns of THE INLAND PRINTER. They are as follows: (1) What will journeymen printers, as well as employing printers, do if the printing trade does not improve? (2) Will the craft ever be what it has been? (3) How is it that one printer will consider certain work good while another will consider the same work bad?"

Answer.—(1) It is rather difficult to answer this question, for the reason that a steady improvement in the printing trade has been made since the discovery of movable types. If the time ever shall come when progress ceases, the art will decay and printers disappear. (2) No. If the craft should become what it was, it logically follows that it would be only a matter of time until it disappeared from the earth. The revolution in methods is simply the result of a general change in conditions. This answer, of course, comprehends the history of commercial printing and not the work of early-day masters who were engaged in the art for art's sake principally. (3) In regard to the question, "How is it that one printer will consider certain work good and another will consider the same work bad?" we would say that this is due to the lack of standardization of ideas as to what constitutes good and bad printing. The element of personal taste, of course, enters largely into this matter, but without certain well-defined ideas as to what is really good in typographical design there can be no standard from which two or more people can judge the work. If we base it entirely upon personal taste, there will always be a large amount of discrepancy of ideas, while if we base it upon well-known fundamental principles of design which underlie typographical work as well as other design, there will be

much less confusion and discussion as to what really constitutes good typography. Other forms of art, such as landscape painting for instance, vary greatly in the individual handling, but still they are practically all worked out upon certain lines of composition and color harmony which are recognized by all painters and which are used as a basis upon which to judge the various paintings. When this is done in printing, much of the needless differences of opinion which now characterize our criticisms of work will be done away with.

Cost System for Newspaper and Job Office.

(1102) "Kindly give me the name or names of any firm who can give us any information for establishing a cost system, for a newspaper, job department and bindery."

Answer .- Address J. A. Morgan, chairman of the United Typothetæ Cost Committee, 115 East South Water street, Chicago, or Henry Allen, secretary, Ben Franklin Club, Harris Trust building, Chicago. R. T. Porte, editor of our Cost and Method department, is the author of a book entitled "A Practical Cost System for Small Printing Offices." This is intended particularly for country newspaper offices where jobwork is done in connection with publishing a newspaper. The book is sold by The Inland Printer Company; price, \$2. The author, referring to newspapers, states: "The printing of your newspaper should be like the printing of any other job in your office. A ticket should be made for every issue, daily and weekly, and all the time used on the paper charged directly to the tickets. This will give you the cost of the paper, issue by issue. It is not possible to run a system satisfactorily any other way, and you can not get your hour costs without doing this." The Robert S. Denham Company, Caxton building, Cleveland, Ohio, makes a business of installing cost systems.

Formulae for Paste.

Question 1079, which appeared in the February number of The Inland Printer, brings the following suggestions from John Brechting, manufacturer of chemicals, Grand Rapids, Michigan, relative to formulæ for pastes:

"On page 719 you give some formulæ for paste. As pasting is an important item in my business I have had considerable experience in using different formulæ, and offer the following suggestions for the benefit of your readers:

"Prepare washing-starch same as if it were going to be used for starching clothes. To each quart take one teaspoonful of caustic soda dissolved in three spoonfuls of water; when dissolved add to starch and mix thoroughly. Add a few drops of carbolic acid to keep from souring. This paste we use for tin cans and bottles. For paper, like tubes, etc., we use starch alone.

"Even with good paste a poor job can be done if the work isn't done right. Don't touch the sides of your cans or bottles with your hands or wipe off with rags. Large-size, top-opening cans should be handled with fingers hooked inside. When possible have labels long enough to lap over at ends.

"To do any kind of labeling the labels should be well soaked with paste and time allowed for it to soak in before applying the label to can or bottle. You can wet possibly a dozen small labels, say 3 by 6, and then start with the first one to put on can. By wetting labels thoroughly, wrinkles are prevented. Ask a photographer to show you how he does it.

"For labeling on paper tubes we thin the paste so that it is almost like water, and we wet as high as 150 labels,

piling the pasted surfaces together so that a twelve-pound bond paper is like a wet rag. Then we start with No. 1 to put on tubes. The temperature of a print-shop is almost too hot in which to dry labels. They should dry slowly. To bring this about, in summer time we cover the pile with heavy paper.

"Not all kinds of paper make satisfactory labels. It will pay the printer to experiment with various samples on each job till he gets his bearings. Some papers will fade and discolor if too much caustic soda is used. In this case thin your paste or put in half the quantity given. Blue glazed-label paper works best, but black ink doesn't show up well on blue. Red-paper stock is most liable to discolor. Goldenrod is a happy medium. As glazed stock means slower printing, on account of sticking to type, we use cup grease in ink, which is a help."

Making Good Joints in Rule Borders.

(1100) "We have noticed from different specimens sent us from several typefoundries that in using one-point rule for borders they are not mitered, but fit together perfectly. Now I have a job where I am using one-point



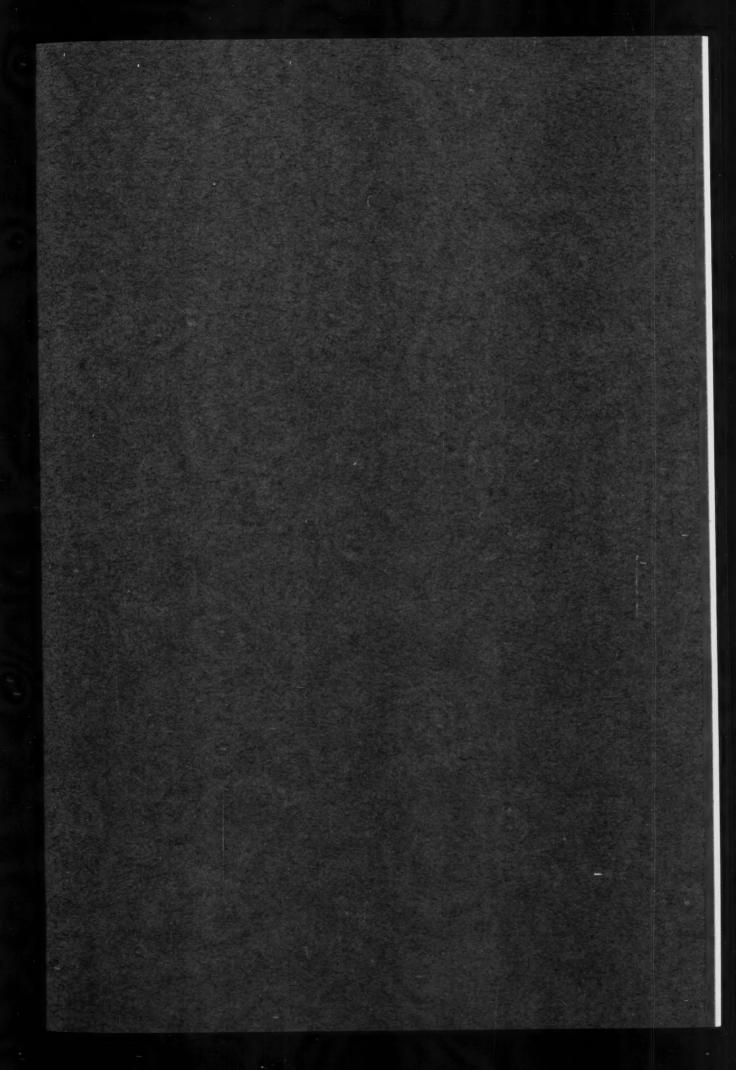
Design by Paul Kuhn, Munich, in Buchdrucker-Woche.

border, but I can not make the corners close up. Is there a wax or something that can be used for this purpose?"

Answer.— The rule you refer to in the typefoundry specimens is probably side-faced, which of course is not mitered. Possibly your rule is center-faced. If so, it should be properly mitered, and free from adhering particles of ink or other matter. Try one of the following methods used by printers in rule borders. (1) Before the form is locked up permanently, cut some narrow strips of tinfoil and dip into muriatic acid. Insert the end between rules at the corners. Lock up the form. Take a hot soldering iron and touch each corner so as to fuse the foil, then trim with a sharp knife. If the form is printed without again unlocking, this should make a perfect joint. (2) Put a touch of strong varnish between the rules at the corners before locking them up. The surplus of varnish is squeezed out, but sufficient is retained to attach and hold ink at these places, so the troublesome white joint does not appear so strongly. (3) A mixture of mercury and tin-foil makes an amalgam which, if inserted in minute quantities at the joint before locking up, will make a tight joint. The joints should be previously moistened with a few drops of muriatic acid, and after the form is locked up the soldering iron may be applied.









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New York city.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Pressure Surface Patent.

(1281) A young man has studied all the overlay or make-ready patents of this country and has also gotten out a valuable pressure surface patent. If some manufacturer would aid him, he feels certain that he could produce a more up-to-date process than is now on the market.

Job-printing Plant for Sale.

(1282) An exclusive job-printing plant and business for sale. Fully equipped with up-to-date machines and facilities. Plant and materials in first-class condition. Business averages about \$225 a month. Located in a thriving Nebraska town of three thousand population. For quick sale will consider \$2,000.

Operator or Foreman.

(1283) Job and ad. printer, also linotype operator with a speed of over four thousand, would like a position either on the machine or foreman of a job office or small daily. Thirty-five years of age; twelve years' experience. At present foreman of up-to-date daily. Salary of \$20 or more will be considered. Married; good habits; good references.

Pressroom Foreman.

(1284) An experienced pressroom foreman, forty-two years of age, ten years with present employers, seeks change. Experienced on general edition book, catalogue and color work, both cylinder and rotary presses. Competent, sober and reliable. References if desired.

Ad. and Job Compositor.

(1285) Young ad. and job compositor (set both English and German), at present employed, is looking for a position in a medium-sized city. Union; not afraid of work; best of references.

Good Half-tone Cylinder Pressman.

(1286) First-class cylinder pressman, thirty years of age, with twelve years' experience, desires to make a change where there is something in view besides pay-day. Good half-tone man. Best references as to character and workmanship. East preferred.

First-class Cylinder Pressman Wanted.

(1287) A position is open in a central northwest city for a first-class union cylinder pressman who can make good unqualifiedly on a wide range of work, including the

best. The position will pay considerably over the prevailing rate to the right man.

Wants Interest in Daily Newspaper.

(1288) Young man, twenty-eight years of age, with a thorough knowledge of newspaper work, is anxious to buy a whole or part interest in a daily newspaper in a town of from twenty-five thousand to one hundred thousand inhabitants. Cash investment can be anything between five and twenty-five thousand dollars. Not a printer, but well fitted for the position of general manager. Prefers newspaper without job plant. Best of references as to financial responsibility and general integrity.

Stoneman and All-around Printer.

(1289) A practical stoneman and all-around printer, forty-five years of age, with twenty-five years' experience, would like a position as working foreman or stoneman with a reliable house. Thoroughly understands laying out, making up and imposing of railroad tariffs, catalogues and general commercial work. Good at all kinds of rule-and-figure work. Best of references.

Assistant on Newspaper.

(1290) Printer, thirty-five years of age, twenty years' experience, would like position as assistant to owner of a live weekly or small daily in the West, or foremanship on small daily, up to ten pages. Very rapid on make-up and ad.-composition. Good writer, and can meet business men. Capable of taking entire charge of mechanical end. Lowest salary, \$25. Union; sober.

Foreman or Machinist-operator.

(1291) Competent foreman or machinist-operator would like a position either west of Kansas or south of Montana. Thirty years of age; fifteen years' experience, extending through every department of the print-shop. At present foreman on evening paper, climatic conditions necessitating change. Nothing less than \$30 a week will be considered.

Foreman or Assistant Foreman.

(1292) An up-to-date printer, first-class jobber, adman and make-up, with fifteen years' experience in the best and largest publishing houses in an eastern city, would like a foremanship or assistant foremanship in the composing-room of a large or medium-sized plant, either in Philadelphia or vicinity. Willing to start on small salary, provided there is a chance of rapid advancement. At present managing a shop with from eighty to one hundred men, also linotype and monotype machines, which he thoroughly understands. Steady, reliable and accurate.

Superintendency or Foremanship.

(1293) Young man of thirty-eight years, with twenty-five years of practical experience in the production of first-grade work, would like to enter a field where there is large opportunity. Thoroughly trained in soliciting, estimating, designing, management of the different departments; able to do the mechanical work personally if occasion arose; experienced in all kinds of railroad and blank-book work; thorough knowledge of color harmony. Served in capacities from "devil" to foreman of composing-room, superintendent, manager and employer. Married; sober, and of irreproachable character.

Experienced Editor of Manuscripts.

(1294) Young lady with several years' experience in the revision and editing of manuscripts for publication and the reading of revised proofs, formerly associate editor on one of the largest monthly magazines of the country, solicits work of a high order along these lines.

Compositor Desires to Specialize.

(1295) Young man of twenty-seven, with twelve years' experience, would like to connect with some house where he can specialize on commercial stationery, folders, announcements, programs, booklets, church printing, either as compositor or layout man, or both. Prefers a small plant where there is a future. Married; good habits; union.

All-around Printer, Who Understands Cost System.

(1296) Eight years' experience in general job plant, operator of monotype (keyboard and caster), at present pressroom foreman of ten jobbers and cylinder. Understands estimating, cost system, colorwork, stock handling. Wages not primary consideration. Wants position where he can make a showing, with a chance for advancement.

Composing-room Foreman for Daily.

(1297) Practical printer, thirty-six years of age, desires to locate with live newspaper, west of Buffalo, in need of composing-room foreman of good executive ability. At present in charge of seven-day paper, fifty employees. Nineteen years' experience as foreman; first-class job-printer and proofreader. Salary, better than \$35; union office preferred.

All-around Printer for Town of 5,000.

(1298) All-around printer would like to connect with some live newspaper in a town of about five or six thousand, weekly or daily. Ad.-compositor, and has successfully handled make-up on eight-page daily and twelve-page weekly. Also pressfeeder. Prefers southern Wisconsin or northern Illinois. I. T. U. student.

Jobber, Ad.-man and Make-up.

(1299) Printer of twenty years' experience in mediumsized offices would like to get in touch with some one needing services of printer with good understanding of jobwork and ads. Also has had experience as make-up on both daily and weekly newspapers. Student of works on printing subjects. Sober, reliable, and can furnish good references.

Machinist-operator Desires to Place Machine He Owns.

(1300) Linotype machinist-operator, who owns an outfit consisting of one machine, four magazines and an equipment of matrices, etc., would like to contract with some house that has work for two or more machines and take off its hands the entire responsibility of the production of that work for a long-time contract. Would put in two more machines if such a contract could be procured. Or if this is not satisfactory, would put his equipment into an office now having its own machines, and take the management of that department.

Job Compositor and Magazine Ad.-writer.

(1301) First-class job-compositor and magazine adman; especially strong on booklets and advertising literature; worked for the best magazines and advertising agencies in Chicago. High-school and college education; I. C. S. Ad.-writer and I. T. U. Course student. Age twenty-nine. Prefers up-to-date shop, assistant in large shop, department store, or manufacturing concern, where brains, practical knowledge and grit count.

GETTING AT UNIFORM COST SYSTEM.

The axiom that a faulty cost system is worse than no system is now generally accepted, and on its heels comes quick acceptance of the formula that a multiplicity of systems retards propaganda work and produces confusion where they are installed. Pioneers in the present agitation foresaw the difficulties, abandoned pet notions and winked at ideas of which they did not approve for the sake of harmony and in the hope that thereby they would be helping the cause of cost accounting. That some evil would follow this justifiable temporizing, every one knew. That a halt would be called sooner or later was equally well understood. The live wires in Cincinnati think that now is the time for action, and so express themselves in these preambles and resolutions:

WHEREAS, The Cincinnati Ben Franklin Club believes that dissension in regard to methods of various cost systems and their discussion is detrimental to the general welfare of the trade; and,

WHEREAS, Experience in installing systems in Cincinnati, where no particular system has been indorsed, has proven the efficiency of such a plan; and,

WHEREAS, Many printers are now hesitating to put in cost systems because of the differences of opinion and lack of agreement as to methods; therefore, be it

Resolved, That the time is now at hand when there should be a general conference for the cost-system experts and students to get together, bury differences and adopt methods that are consistent with the various systems, and agree to a practical, simple and comprehensive system that will give uniform results in the application; and be it further

Resolved, That the Cincinnati Ben Franklin Club hereby invites the President and Secretaries of the United Typothetæ of America, the Ben Franklin Club of America, the Robt. S. Denham Company, and any others engaged in such work, to a conference on this subject, to be held in Cincinnati some time next August.

"THE AMERICAN GOVERNMENT."

Printers and publishers should be well versed in affairs governmental. The nature of their calling, to a greater or less degree, demands an accurate knowledge of the ramifications of the nation's business—its methods, its departments and the powers vested in these departments.

Frederick J. Haskin, himself a newspaper man and an old-time printer, is the author of "The American Government," a volume of almost four hundred pages, written in entertaining style, and carrying information which should be in the possession of every American citizen. The authenticity of the data which it contains has already gained for the work commendation from leading educators, and a number of educational institutions have adopted it as a text-book. In the words of the author, "It is not designed as a treatise on the science of government nor as an exposition of the peculiar political structure of the United States. It is rather an effort to tell in the ordinary language of every-day life what the Government does, and how it does it."

The book is bound in cloth; price, \$1. Orders sent to The Inland Printer Company will be promptly filled.

GETTING THE PARSON IN BAD.

James Payn, the novelist, was once at a dinner party where a learned clergyman insisted on quoting Greek. The lady sitting next to Payn asked for a translation. Payn's Greek was rusty. Accordingly he assumed a blush, and hinted to the lady that it was scarcely fit for her ear. n N ei

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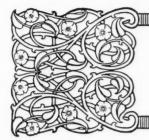
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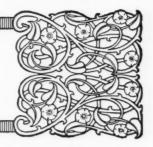
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"Good heavens!" she exclaimed, "you don't mean to

"Please don't ask any more," murmured Payn, "I really could not tell you." — Ex.



Obituary



Oscar Lischer.

Oscar Lischer, president of the H. Lischer Printing Company, of Davenport, Iowa, and prominent in the city's business circles, died on May 4 at Hotel Davenport, that city, aged fifty-six years. The company of which Mr. Lischer was the head was founded by his father — Henry Lischer — in 1878. It is the publisher of *Der Democrat*. Edward and Fred Lischer, brothers, who were associated in business with the deceased, and Mrs. John Clausen, a sister, survive.

Albert Wallace Woodcock.

Albert Wallace Woodcock, president and treasurer of the William R. Brown Company, job-printers, Providence, Rhode Island, died on May 9 at his home in Pautucket, after two days' illness of pneumonia. Mr. Woodcock came to this country from Manchester, England, in 1892, and at once started to work for the William R. Brown Company. Upon the death of Mr. Brown he secured control of the concern. Mr. Woodcock was connected with many organizations, among which is the typographical union. He is survived by his wife and eight children.

Dr. Hector Canfield.

Dr. Hector Canfield, printer, minister and physician, died at the home of his daughter in Philadelphia, on May 8, in his seventy-ninth year. Doctor Canfield was born in Stanstead, Canada, and was the ninth of a family of thirteen children. At an early age he became a "devil" in the village newspaper office, and, after working a number of years as job-printer and compositor at Concord and Manchester, New Hampshire, to which cities he had migrated, he became interested in evangelistic work, and was later ordained as a minister. While preaching he took up the study of medicine, becoming a successful practicing homeopathic physician. In 1872 he went to North Attleboro, assumed the pastorate of the Free Evangelical Church there, and continued work as doctor and minister. Doctor Canfield was possessed of a remarkable baritone voice, was a natural musician, and his singing at church and other gatherings attracted much attention. He is survived by four children.

Eugene L. Demers.

Eugene L. Demers, printer, Civil-war veteran, police justice and politician, died at his residence in Lansingburg, near Troy, New York, on April 26, aged seventy years. Mr. Demers came of a family of printers, and was employed on the Troy Times when the Civil War began. He enlisted in Company D, One Hundred and Twenty-fifth New York Volunteer Regiment, later becoming a corporal. Captured by the enemy at Harper's Ferry and securing his individual parole, Mr. Demers returned to Troy, shortly afterward joining his regiment at Chicago, from whence he proceeded to Gettysburg, where he lost a leg in the famous charge led by General Pickett. Receiving an honorable

discharge from the army at Haddington Hospital, Philadelphia, Mr. Demers returned to Troy and resumed his position as compositor on the *Times*. He was made a brevet second lieutenant by Governor Fenton.

Mr. Demers was a member of the Lansingburg village board of trustees for fourteen years, later becoming a justice of the peace. He was also elected to the state assembly. In 1890 he was elected a supervisor from Lansingburg, which position he held for a number of years, retiring to private life in 1900.

The veteran printer and soldier is survived by his wife, and two daughters — Mrs. Lewis D. Hunt, and Mrs. William Scott, both of Troy.

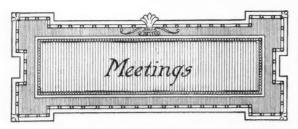
Benjamin F. Skidmore.

Benjamin Franklin Skidmore, probably the oldest printer in the South and a charter member of New Orleans Typographical Union, No. 17, which was organized in 1852, died on May 10 at New Orleans, aged eighty-five years. Mr. Skidmore started in the printing business when a very young man, working in Newark, New Jersey, and St. Louis, Missouri, before going to New Orleans, more than sixty years ago. He was vice-president of the New Orleans union in 1879 and was a delegate to the International Typographical Union in 1880-81. At one time he was foreman of the New Orleans Times, and was one of the first to set type on the Democrat of that city. During the Civil War he was employed on the New York Tribune. From 1875 to the time of his death he worked on the New Orleans Democrat, or the Times-Democrat, as it is now known. Mr. Skidmore leaves two sons - Robert W. and Benjamin F., Jr. - the former a well-known politician of the Louisiana metropolis.

John L. Trauger.

John L. Trauger, head of the J. L. Trauger Printing Company, Columbus, Ohio, and known to many as "the practical idealist," died at his home in that city on May 2, in his sixty-fifth year. Mr. Trauger was a Pennsylvanian by birth, and was a school-teacher and Lutheran minister previous to his entry into the printing business. He was also a musician and literateur and did considerable translating from the German. Mr. Trauger belonged to a number of clubs, and was one of the original members of the Columbus Chamber of Commerce. He was a Democrat, and was a leader in county politics for many years. In 1884 he was elected to the city council, serving eight years in that body. In 1894 he was made school examiner of his city, continuing for fifteen years in this position. For the past eight years he served on the Columbus Board of Education, acting as its president one term, and for many years had been active in educational affairs.

Mr. Trauger is survived by his wife and three daughters — Mrs. Clara S. Youmans, of Stevenson, Washington; Mrs. Anna L. Brecht, of Pittsburg, and Miss Bertha E.



Scheduled Cost Congresses and Conventions.

Second Ohio Cost Congress - Cincinnati, October 4-5.

Western Pennsylvania Cost Congress - Date not fixed.

Ben Franklin Club of America — Annual convention, Cleveland, Ohio, June 20-22.

International Typographical Union — Annual convention, Cleveland, Ohio, August 12-17.

Western Slope Editorial and Cost Congress — Grand Junction, Colorado. Date not fixed.

International Photoengravers' Union — Annual convention, Denver, Colorado, August 19-24.

Canadian Printers' Cost Convention — Second annual meeting, Montreal, October 24 and 25.

United Typothetæ of America — Annual convention and cost congress, Chicago, September 3 to 6.

Indiana State Conference of Typographical Unions — Semiannual meeting, Muncie, Indiana, July 21.

International Association of Photoengravers — Annual convention, Boston, Massachusetts, June 10-12.

New England Typographical Union — Annual meeting, Providence, Rhode Island, second Monday in June.

National Press Association of America — Hotel Sherman, Chicago, June 24-26. W. F. Parrott, secretary, Waterloo, Iowa.

International Printing Pressmen and Assistants' Union — Annual convention, Pressmen's Home, Rogersville, Tennessee, June 17-23.

Northwestern Typographical Conference [Typographical Union] — Meetings held in January. Philo Howard, secretary-treasurer, Box 116, Seattle. Washington.

Printers' League of America — Pending developments toward the formation of one national body throughout the country, this organization is practically in statu quo, with no definite date for meeting. The New York branch meets the first Wednesday of each third month, with an annual meeting in November; the Executive Committee meets the first Friday of each month, and the Joint Conference Committee (which adjudicates all disputes between employers and employees) meets on the third Friday.

Maryland Adds Another.

At Baltimore on May 22 and 23, printers from every part of Maryland joined hands in the first State cost congress of that commonwealth. Many prominent men addressed the convention.

National Press Association Convention.

Interest in the coming annual convention of the National Press Association, to be held at Hotel Sherman, Chicago, on June 24-27, has received considerable impetus during the month. In addition to a splendid program for the convention proper, the proposed printing machinery and supplies exhibit is attracting more than ordinary attention. W. H. French, of Barnhart Brothers & Spindler, is in charge of the arrangement for the exhibit. At this writing the following concerns have made request for space: Hamilton Manufacturing Company, Acme Standard Mailer Company, Barnhart Brothers & Spindler, American Type Founders Company, H. B. Rouse & Co., Oswego Machine Works, Eclipse Folder Company, Wetter Numbering Machine Company, E. P. Rosback Company, Golding Manufacturing Company, Star Tool Manufacturing Company, J. A. Richards, Albion, Michigan; Miller Saw Trimmer Company, Wesel Manufacturing Company, Vandercook

Proof Press (Eastern Sales Company), Roberts Numbering Machine Company, Samuel C. Tatum Company, H. H. Latham Manufacturing Company, A. F. Wanner Company, Wanner Machinery Company, William A. Force & Co.

Southeastern States Cost Congress.

The Southeastern States Cost Congress was held at Nashville, Tennessee, on May 14-16. The proceedings were presided over by R. P. Purse, of Chattanooga, who made an efficient chairman, and before the congress closed he was the recipient of a handsome silver pitcher and tray.

The program was of an interesting character, and included sound talks on cost-finding, efficiency, and other matters relating to the proper conduct of the printing business, by E. Lawrence Fell (Philadelphia), J. J. Miller (Chicago), Chadwick P. Cummings (Philadelphia), William Pfaff (New Orleans), W. O. Foote (Atlanta), H. Vaisburg (Savannah, Georgia), J. E. Burke (Norfolk, Virginia), S. A. Kysor (Atlanta) and G. A. McIntyre (Grand Rapids, Michigan).

A resolution was passed adjourning the congress *sine* die, as it was felt that the work of the Southeastern States body had served its purpose, and that in future the work should be left to state organizations.

New York Printing House Craftsmen.

Harrington Emerson, noted exponent of business efficiency, delivered an address before the Club of Printing House Craftsmen, of New York city, at its regular monthly meeting on April 18. "Back of human action are principles," declared Mr. Emerson, "and if we neglect the principles, disaster will follow." He pointed out that a lack of efficiency was the cause of the great loss of life on the Titanic. Every luxury was provided on the big ship, while no thought was given to the preservation of life in case of accident.

Mr. Emerson classified the principles back of efficient human action as follows: (1) Correct ideals, (2) common sense, (3) standardization, (4) discipline, (5) fair dealing, (6) competent counsel. The speaker said that principles of efficiency have been mistaken for things they are not. "Efficiency means to accomplish a great deal more with less effort and is not to be confused with scientific management, which it is not. You can carry out the points of efficiency with scientific management because of standardization. In making books you have standardized type, made by standardized dies; standardized presses, etc. A hundred years ago it would have taken a printer a year to produce a book that we now produce in a day, because of new methods and standardization."

Notwithstanding bad weather conditions, the meeting was well attended. Several members of the Boston club were present.

Ben Franklin Getting Ready for Cleveland.

The first annual convention of the Ben Franklin Club of America at Cleveland on June 20-22 promises to be a gathering of tremendous drawing power.

The general arrangements of the program are being tentatively made. The convention will be held at Euclid Arcade. The fifth floor will be the convention hall, and there is ample room for seating over six hundred people. On the fourth floor will be a great exhibition of printing machinery. Twenty spaces have been set apart for the display, which will be the most complete of its kind ever got together. To show the interest which the members of

the supply houses have taken in the display, it is only necessary to say that every available space was eagerly taken at the earliest opportunity.

The program is an excellent one from every standpoint, among the speakers being the following well-known printers: President, W. J. Hartman, of Chicago; Henry L. Bullen, librarian of the American Type Founders Company; Herbert L. Baker, of New York; R. S. Denham, of Denhamethods fame; M. C. Rotier, of Milwaukee; J. S. McMillan, of Monroe, Michigan; C. Lee Downey, of Cincinnati; President J. M. Thomssen, of the Cincinnati Ben Franklin Club; G. H. Gardner, an active Ben Franklinite, of Cleveland; Earl R. Britt, of St. Louis; R. T. Porte, secretary of the Cincinnati Ben Franklin Club; Charles C. McCoy, manager of the Printing Trade News, of New York; G. M. Booth, of Wichita, Kansas; F. J. Trezise, chief instructor of the I. T. U. School of Printing, Chicago; J. J. Miller, president of the Ben Franklin Club of Chicago: John W. Hastie, of Chicago, and C. F. McElroy, the energetic secretary of the Ben Franklin Club, of Cleve-

The address of welcome to the visiting delegates will be made by the president of the local Chamber of Commerce and responded to by J. F. Berkes, president of the Ben Franklin Club, of Cleveland, while it is expected that Senator Burton will be on hand to lend assistance in making the opening proceedings as eloquent as possible.



FIRM ANNUAL CONVENTION-BEN FRANKLIN CUB OF AMERICA JUNE 20-21-22-1912 CLEVELAND

On the afternoon of the 22d there will be an automobile ride, and on Saturday evening a steamer will be chartered for the purpose of a lake trip.

Cleveland will be at its best, the weather should be all that can be desired, and many printers will thus have an opportunity of combining business with pleasure.

On the sixth floor of the Euclid Arcade is the Cleveland Fellowcraft Club, an organization of printers and members of the allied trades. The doors of this club will be thrown open to the delegates during the convention, who will be welcomed in a manner that will spell sincerity in all of its meaning. Thus those who are present will find everything they need for education and enjoyment under one roof.

First Illinois Cost Congress.

Another State printers' cost congress has passed into history and another battalion has been organized to march against the powers that demoralize printers and their business.

At Peoria, Illinois, on May 10 and 11 almost two hundred delegates and visitors gathered at the Jefferson Hotel in attendance at the First Illinois Cost Congress. While other State cost congresses may have equaled or even surpassed Illinois in the number of printers taking part, it is doubtful whether there ever was a more earnest body of

men gathered together than the Peoria convention. From the beginning of the sessions until the last word was uttered just previous to adjustment on Saturday evening, the whole atmosphere about the Jefferson Hotel was charged with sincerity — a sincerity to get at the real facts relative to cost accounting in the printing business. And it safely can be said that the delegates left for their homes, each a committee in himself, to carry to his neighbors and competitors glad tidings of better things in the future for the men engaged in the graphic arts.

After Mayor Woodruff had welcomed the delegates and E. C. Finch, of Aurora, acting as temporary chairman, had made an appropriate response, the convention got down to matters that vitally interested those in attendance, with B. Frank Brown, of Peoria, as permanent chairman.

William H. Hartman, of Chicago, who might appropriately be designated "Fighting Bill" in the printers' cost movement, delivered the principal address at Friday's session, illustrating his remarks with charts on cost finding. Those present who had heard Mr. Hartman on many previous occasions agreed that he outdid himself at this convention. He made an eloquent plea for better business methods among printers, and his earnestness deeply impressed his auditors.

J. S. McMillan, of Monroe, Michigan, pointed out some truths from an entirely new viewpoint. His subject was "The Make-ready," and he applied it to the employing printer himself. With striking originality he made it plain that the "make-ready" of a printer before entering business was as necessary as the make-ready of a type-form before going to press.

Earl R. Britt, of St. Louis, captured the convention with a masterly address on "Why Every Printer Needs a Cost System." He gave ten good reasons, and was highly complimented on the effectiveness of his effort.

R. T. Porte, of THE INLAND PRINTER, was hailed as the simple-cost-system expert. Like a veteran schoolmaster he traced on the blackboard the story of cost in country printing-offices, and in the final summing up made plain to the country printers in attendance that every productive hour in their plants cost at least \$1, and that it cost 60 cents an inch to set advertisements for country newspapers, if the advertising was expected to pay the mechanical cost of publication.

Other speakers were "Gene" Turner, of Philadelphia; Henry Allen, of Chicago, who told of "The Need and Value of Organization"; Julius C. Kirchner, of Chicago, who admirably handled the subject of "Credits," and Robert S. Denham, who elucidated "The Advantages of Knowing the Cost of Production on Each Order."

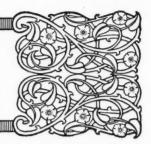
A banquet was given on Friday evening, which was "toastmastered" by Gerald B. Franks, of Peoria, Editor Baldwin, of the Peoria Star, delivering the principal address. Chief Instructor Trezise, of the I. T. U. Course in Printing, closed the program at the banquet with an interesting and instructive stereopticon lecture on "The Application of Design to Printing."

At the closing session of the congress a State Ben Franklin Club was organized with the following officers: President, B. Frank Brown, Peoria; vice-president, George E. Cockerton, Danville; secretary, Henry Allen, Chicago; treasurer, E. C. Finch, Aurora. Executive Committee: J. M. Irwin, Quincy; A. J. Barnes, Springfield; Ed. A. Brewster, Joliet; Julius Kirchner, Chicago; Gerald B. Franks, Peoria; Mr. Rolens, Murphysboro.

The selection of the place and time for holding the next meeting was placed in the hands of the executive committee.



Trade Notes



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

A Printer Hero.

Albert Jesle, a Chicago printer, carried two women and a man through flame and smoke to safety during a recent fire in the printing-office district.

Alleges State Printing Is Padded.

Atlanta Typographical Union is agitating for a State Printer. The legislature will be asked to create such an line where a question of cost is concerned." George J. Haley, of the MacGowan-Cooke Printing Company, is president; Tom R. Asa, of the Chattanooga Printing & Engraving Company, is business manager, and W. V. Turley, of Pennebaker-Turley, Printers, is editor of the new publication, the subscription price of which is 25 cents a year.

Resents "Lid-lifting" Charge.

The Printing Trades' Club of St. Louis is not so much of a temperance affair, but its officers protested in the public prints against the accusation that it was a "lid-lifting"

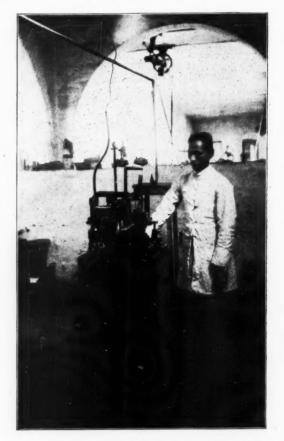


Rev. Mr. Ganga Nath, and his assistants in the Book Room, Methodist Publishing House, of Lucknow, India.

office, it being alleged that the people are now paying for more printing than is being done.

New Help for Southern Printers.

Southern Printers' Cost Monthly is the name of a new publication issued at Chattanooga, Tennessee. In its salutatory, entitled "Our Hat Is in the Ring," the little monthly says that it purposes to "aid in educating the printer to a knowledge of his costs; lend him backbone to ask and demand a fair return in profits for his investment." The publishers declare they "acknowledge allegiance to no organization, clique or cliques," and "intend to hew to the



The Thompson Typecaster in India. Methodist Publishing House, Lucknow, India.

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club. It appears some member of the grand jury visited law-breaking resorts, and stated the printers' club was among the number. This the club resented, saying that the rooms used by it "are not open to women visitors nor any one not a guest of a member, just as is the case with any other bona-fide club."

New Line-up in a Chicago Concern.

According to a recent announcement from the Breyer Printing Company, of Chicago, E. F. Breyer and A. A. Breyer have withdrawn from the concern, which is now under the management of Louis W. Becker, as president, and G. F. Becker, as secretary and treasurer.

Investigating American Printing Plants.

Jeno Polgar, manager of "Patria" Printing House, Budapest, Hungary, who has been on a tour of the United States, visiting the large printing centers and investigating new appliances and machinery with the object of introducing articles of value to European printers, has taken



Heads of Departments and Foremen, Methodist Publishing House, Lucknow, India.

the European rights of the Autopress Company, which, with the exception of England, has as yet not been introduced abroad. Mr. Polgar was also interested in investigating the Thompson Typecaster, and will make an effort to introduce this machine into Hungarian printing plants.

Publishing Companies to Merge.

John Lane, head of the John Lane Company, of London and New York, says there is in contemplation a consolidation of several of the smaller book and magazine concerns of New York with his company. At least, so says the New York Sun.

John Murray Goes to London.

John Murray, for the past six years western manager of the John Thomson Press Company, New York, sailed on the "Mauretania" on May 22, for London, England. Mr. Murray made many friends during his activities in Chicago, who wish him abundant success in his new field, where he will represent the celebrated presses of the John Thomson Press Company, and the Huber.

Shattering an Old-time Tradition.

The Benevolent Association of the pressmen's union of Kansas City, Missouri, set an example when it applied for a charter. It declared that it did not care to sell or even keep liquor on its premises. The court official who investigated the application for a charter of incorporation reported: "I have particularly interrogated the parties as to their purpose to have a social club with bar, and have

answer from them that they have no such purpose and are perfectly willing that the *pro-forma* decree of incorporation should provide that no bar be kept or maintained, and that they will not, as a club, keep or provide liquor in any form to members."

Los Angeles May Own Printing-office.

The municipal-paper project in Los Angeles is so pleasing to some people that now there is talk of establishing a municipal printing plant, on the theory that the work can be done more satisfactorily than by competitive establishments.

New State Printer for Texas.

Parker L. Richardson, who served as State Expert Printer for Texas on three former occasions, was again elected to that position by the State Board of Public Printing on April 26, succeeding Thomas H. Napier, resigned. Mr. Richardson was chosen from a list of thirteen applicants, four of whom were from Austin, in which city the new State printer resides.

Watzelhan & Speyer Wins Infringement Case.

The suit instituted by Gilbert, Harris & Co., of Chicago, against Watzelhan & Speyer, representing the Mechanical Chalk Relief Overlay, for alleged infringement of the metallic overlay, has been decided against the complainant. The United States Circuit Court of Appeals handed down an opinion in which it concurs with the opinion of the lower court, which dismissed the case.

Pittsfield (Mass.) Printers Want Eight-hour Day.

It sounds like an echo of a short time past or the contemporaneous note of a less progressive industry, but the daily press tells us that members of the typographical union at Pittsfield, Massachusetts, are on strike for an eight-hour work-day. The employers agreed to give eight hours on January 1 next, but insisted on the open shop, which was unsatisfactory to the union. The affair involves two newspaper offices.

Another Compositor Who Made Good.

Five years ago E. J. McCarthy resigned a position in a Philadelphia composing-room to go on the road for the Lanston Monotype Company. Though his friends knew



Carpenter Shop, Methodist Publishing House, Lucknow, India

him to be a live wire, there was the usual doubt as to whether he would succeed in his new venture, as many printers strive and some come back. Mr. McCarthy made good, for after three years in the East he was attached to the Chicago office as special representative and inspector,

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

covering the West as far as Spokane and southern territory contiguous to Illinois. Mr. McCarthy now takes another step onward by acquiring an interest in the Superior Typesetting Company, of Chicago, of which he is vice-president.

The "Original Booster" Moves to Houston.

Will J. West, known as the "original booster" of Texas, who endeared himself to the citizens of Livingston, that State, through his tireless energy as editor of the *Polk County Enterprise*, has moved to Houston and identified

from \$2,500 to \$3,500 has probably won by between one thousand and two thousand majority.

Polyglot Pi.

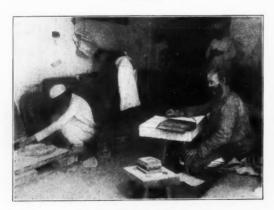
Philip Marcovitz, Isaac Reese and Conrad Gilman, St. Louisans and about sixteen years old, secured jobs in the office of Noah Bushkin, of that city. They said they worked for three weeks without enjoying a "ghost walk." The boss refused to reduce his bank account to the amount of the wages alleged to be owing, and the youths determined to "get even." They did with a vengeance, for they pied



Cutting-room.



Stereotyping Foundry.



Lithographing Department



Dildar Khan, the oldest employee.

himself with the Urban Press, a printing establishment of that city. Highly successful as an editor and business boomer, Mr. West is sure to make his mark in the commercial-printing field at Houston.

The I. T. U. Election.

At the time-of closing our forms, returns from 620 local unions in the International Typographical Union election, held May 15, indicate that President James M. Lynch has been reelected by about five thousand majority over Fred Barker, of Spokane. Secretary J. W. Hays has been returned by a majority closely approximating that of President Lynch, while First Vice-President George A. Tracy is probably defeated, James M. Duncan, of New York, his opponent, leading by a margin of 450 in a total of 41,292, with three or four thousand votes to be counted. The proposition to raise the salaries of president and secretary

the entire office, and as Bushkin caters to a polyglot clientèle, in addition to the usual roman text and display fonts, there were Hebrew, German and other fonts in the mix-up. The boys were arrested for making the polyglot pi, and provided a case for the juvenile court.

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Dexter Company Gives Reception to Employees.

The Dexter Folder Company took advantage of the completion of the large three-story addition to its factory at Pearl River, New York, to tender a reception, on April 12, to the members of the Dexter Folder Mutual Aid Society, and at the same time give a "house warming" to their employees and their families.

The new addition has about ten thousand feet of floorspace, which amply provided for the comfort of the more than seven hundred guests present. Talent was secured in New York for the vaudeville entertainment, which preceded a banquet, and an orchestra supplied music for those who cared to dance.

The Mutual Aid Society was recently formed for the benefit of the employees, who pay into the treasury a few cents each week and in return are furnished a doctor and medicines, when ill, as well as a weekly allowance. In case of death the family of the member will get a sum of money sufficient to cover funeral expenses.

Printing in India.

The Methodist Publishing House of Lucknow, India, last year celebrated the fiftieth year of its existence. It was started by the Rev. J. W. Waugh, a printer-missionary, in the year 1861, with \$200 borrowed capital, half a dozen

a visit and told some interesting stories of his work in India.

The complications which the employer struggles with in handling native labor are manifold. The various castes must be scrupulously respected. The compositors will not distribute type. If letters drop on the floor the compositor declines to pick them up. The distributor boys place all the letters in the cases, and this work is done with the cases on the floor, the distributors squatting at the job. Benches provided for the carpenter-shop are not used, the workmen preferring to work on the floor. If they do use the benches at all they get up and squat on them.

Mr. Meek is a member of a well-known printer family of Wheeling, West Virginia, and according to his own



Ruling Department



Warehouse for Unbound Books



Hindi Composing-room.



Job Machines.

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

Indian orphan boys as operatives, and an old-fashioned hand press made from cannon captured by the British during the Sepoy rebellion of just a few years previous. To-day it occupies one of the finest business blocks in the city, employs one hundred and fifty men, has more than a dozen power presses, and the plant and its endowments are valued at \$100,000, all of which has been earned by the publishing house itself. In addition to the regular printing work of the mission, the press does a regular commercial business, and enjoys the reputation of being the most up-to-date and the most reliable printing house in north India. A large book and stationery store is also connected with the publishing house.

W. S. Meek, the present agent, who visited America last year on a short vacation, paid The Inland Printer office

admission has spent five of the happiest years of his life in India trying to teach the people there how to do printing as it is done in America. He does not say how far he has succeeded, but a glance at some of the specimens of printing he displayed plainly showed that he has not failed.

As an indication of the up-to-the-minuteness of these American missionaries in running their publishing house, it may be stated that the first Thompson typecaster to leave America was installed in this office, and, according to Mr. Meek's statement, some thousands of pounds of as good a type as ever was made was turned out by this machine, and is now in use in their book and job rooms.

THE INLAND PRINTER is indebted to Mr. Meek for the illustrations herewith, showing the operations in the various departments of this interesting establishment.

New Office Building for Mechanical Appliance Co.

The Mechanical Appliance Company, of Milwaukee, makers of the well-known Watson motors, has just completed the erection of a new office building adjoining the manufacturing plant. The extension in both the direct-current and alternating-current types of Watson motors, which are being used extensively in the printing industry, has made necessary some extra factory space.

Monotype Agency in Larger Quarters.

The Chicago agency of the Lanston Monotype Machine Company, having outgrown the Dearborn street quarters it Modern Printing Company, Moore Studio, E. E. Morris Printing Company, Mutch & Co., New Jersey Engraving Company, Louis C. Pippert, William Snell, C. Wolber Company, F. Enderlin & Sons, Linotype Composition Company, Louis Nurkin, Buob Brothers, American Advertising Company, the Schultz Printing Company and the Scientific Engraving Company.

Chicago Web Pressmen Strike.

When Hearst began publishing in Chicago he made special contracts with the unions. Two or three years ago he joined the local publishers' association, and when his spe-



The Publishing House



Employees of Printing Department.



Job Composing-room



Distributors.

THE METHODIST PUBLISHING HOUSE, LUCKNOW, INDIA.

has occupied for several years, through Manager Joseph Hays has leased one of the large stores in the new Rand-McNally building, and the stock of supplies has been transferred to the new location. The street number is 106 West Harrison street, in the heart of the printing district.

Printers Lead at Newark Show.

President Taft found time in the stress of campaigning to push a button and open the Industrial Exposition at Newark, New Jersey, on the evening of Monday, May 13. As forecast in our May issue, the exhibit of the local printers was the most effective display made at the show. The graphic-arts firms who cooperated in making the show a success included the following: Baker Printing Company, Brant & Borden, Central Electrotype Company, George P. Coles, Essex Press, William Fuss, Groebe-McGovern Company, Grover Brothers, Keim & Schaefer, F. C. Lampe, J. C. Loges & Company, David Longfelder, Mattia Press,

cial agreements expired determined to take advantage of the contract in vogue throughout Chicago. The typographical union made no objection, and signed the new contract over a year ago. On May 1 the pressmen were asked to grant the same conditions as in effect in other Chicago papers, but refused, and a walkout resulted. The stereotypers, who had signed a contract with the Hearst management a few days before, went out in sympathy, and were followed by the wagon-drivers and newsboys. International President Freel declared the action of the stereotypers a violation of contract, and assisted the publishers in securing help. The electrotypers' union refused to aid the strikers, as did also the mailers' and typographical unions. President Lynch was on the ground and vigorously opposed members of the International Typographical Union violating their agreement with the publishers. The strike is still in effect. Although the papers are issuing regular editions, local distribution is inefficient.

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This department is exclusively for paid business announcements of advertisers, and for paid descriptions of articles, machinery and products recently introduced for the use of printers and the printing trades. Responsibility for all statements published hereunder rests with the advertiser solely.

ROTARY TYPE-HIGH CUT PLANER.

The printer and the blockmaker undoubtedly will receive with great favor the National Rotary Type-high Cut Planer, manufactured by the National Printing Machine Company, Athol, Massachusetts. The machine is designed for either wood or metal blocks, and will at once correct all inaccuracies, as it cuts dead level over the entire base of the plate or mount, accommodating work up to 10 by 10 inches, or with a diagonal not greater than 14 inches.

The National is a new type of machine based on the infallible mechanical principle that, in order to obtain a true flat surface, a lathe is the best method that can be used to accomplish it.

The space occupied by the machine is 26 by 16 inches. The block to be faced is placed face downwards on the bed and clamped in position. The tool is set to the exact height desired through a micrometer attachment illustrated herewith, a type-high setting block also being provided for immediately setting the cutter to exact type-height. The

MICROMETER
ADJUSTMENT

MICROMETER ADJUSTMENT AND CUTTING TOOL OF THE NATIONAL ROTARY TYPE-HIGH CUT PLANER.

handle is then turned and the plate revolves rapidly, the cutter passing automatically across the entire surface of the back of the block or plate. The bed movement is ball-bearing, insuring ease of rotation.

A saving of from ten to fifteen per cent in the cost of

wood bases can be made by removing the metal, trimming the base to the required size for the new metal and surfacing both sides of the base by the use of this machine.



NATIONAL TYPE-HIGH GAGE.

This saving should appeal to every print-shop using cuts to any degree.

The National Rotary Type-high Cut Planer may be driven by hand or power and can be mounted on a table with rollers and moved from press to press in the pressroom. As it will save hours of make-ready, it should be a welcome tool to business printers.

The smaller illustration shows the National Type-high Gage, which takes a cut 10 inches wide and any length. This is substantially ribbed, so that it can not get out of shape. A perfectly level and smooth surface can always be depended upon. For full particulars, write direct to the company, at Athol, Massachusetts.

PORTLAND MULTIPLE PUNCHING MACHINES.

"The Warrant, and Things to Remember," is the title of a booklet recently issued by the Southworth Machine Company, Portland, Maine, setting forth some of the things which should not be forgotten by prospective purchasers of punching machines. The booklet is a high-class example of good typography, in two colors, carrying an illustration of the Portland Multiple Punching Machine, together with a diagram explanatory of the points which make the machine unquestionably a valuable addition to the machinery now used by capable printers and binders.

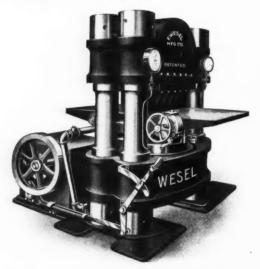
The booklet was designed by Constant Southworth, treasurer and manager of the company, assisted by Leon A. Gray, secretary. Mr. Gray was formerly a printer, and evidently was a good one, too. The work was done by the Southworth Printing Company, of Portland, and the compositor — F. W. Anthoinsen — has shown what splendid effects can be secured by an intelligent cooperation of the printer with the designer.

Undoubtedly the Southworth Company is determined that its printing shall be in keeping with the quality of its products.

A NEW AND VALUABLE MACHINE.

Much has been written in recent years about the Doctor Albert lead-molding process, and different opinions as to its successful application have been expressed on numerous occasions.

In the beginning, the introduction of the new process was met with a cry of opposition from the majority of electrotypers. It was not until a few prominent electrotyping establishments had installed the Doctor Albert lead-molding process in their plants that this process gradually won recognition by the trade. Many of those who at first were the bitterest enemies of the lead-molding process are now the strongest advocates of its use.



DR. ALBERT HYDRAULIC LEAD-MOLDING PRESS "GLADIATOR."

As in the case of every new invention, there was room for improvements. One of the objections found against the lead-molding process in its infancy was the difficulty in producing lead molds in larger sizes.

Owing to the considerable pressure required for direct molding in lead, the size of molds was limited, depending upon the capacity of the hydraulic presses used. The producing of large-size lead molds would have necessitated the installation of very costly and impractical presses of tremendous proportions and weight, not speaking of their heavy operating expenses. This disadvantage has been entirely eliminated in the construction of the Doctor Albert patented Hydraulic Lead-molding Press, "Gladiator," which is manufactured by the F. Wesel Manufacturing Company, of Brooklyn, which concern has acquired the exclusive patent rights for the United States.

The producing of large-size molds is now easily effected by an arrangement for shifting the work under the platen of the press consecutively in sections. The pressure is applied step by step as often as the size of the original requires it. As the shifting of the work takes place automatically, there is very little time lost in this method of molding. We are advised that the F. Wesel Manufacturing Company, to which concern the introduction of the Doctor Albert process is credited, has just put on the market a new type hydraulic press of exceptionally large proportions, which renders it possible to make lead molds of 30 inches width and unlimited length. This press enables the making of perfect lead molds from the finest half-tones up to 330 square inches in one operation with a single impression.

By using the patented-step arrangement, molds in sizes of 30 by 60 or 30 by 100 or 30 by any length can be made in a few consecutive impressions.

The illustration shows a perspective view of this machine, which is claimed to be the largest and most powerful hydraulic press ever built for this line of business.

Although of heavy and massive construction, the machine shows the same pleasing design which prevails in all constructions of the Wesel firm.

The press is of the well-known four-rod type, the rods being 9 inches in diameter with heavy buttress threaded nuts. The machine is designed for pressure of over two thousand tons, has automatic release of pressure at any point desired and automatic return of table to original position. The weight of the machine complete is eighteen thousand pounds. The ram has a diameter of 30 inches.

The hydraulic quadruple pump used in connection with the press is the original invention of the F. Wesel Manufacturing Company, and has the advantage of supplying pressure instantaneously and lifting the ram, at a constant and even pressure, faster than any press hitherto known. An automatic arrangement is provided for holding the pressure indefinitely. The control of the mechanism is astonishingly simple.

In molding large-size electrotypes, even pressure at every point of the platen is essential. The Wesel Manufacturing Company guarantees that this problem is successfully solved in the construction of this new machine, and that there is not a fraction of one-thousandth of an inch difference noticeable in the impression throughout the entire surface of the platen.

Owing to the rapid lifting and descending of the table, three molds, each requiring a pressure of 1,200 tons, can be made in one minute. The output of 350,000 square inches can be obtained with the press in an eight-hour day.

The new hydraulic lead-molding press is a great improvement in the lead-molding process and represents a valuable addition to the equipment of any up-to-date electrotyping plant.

The Wesel Manufacturing Company, Brooklyn, New York, will be pleased to furnish further particulars upon application.

INTERNATIONAL TYPESETTING MACHINE COM-PANY DEVELOPING IDEAS.

The International Typesetting Machine Company, of New York, is making every effort to embody in its machine as many practicable improvements as can be obtained. The officers of the company realize that no one man, or small body of men, has a monopoly of ideas, and therefore have appealed to the machinists and men having charge of linotype machines for suggestions for improvements.

They have sent out a letter to linotype machinists generally requesting them to send in their ideas and guaranteeing fair treatment. The reputation of the men who make this promise assures a square deal.

Herman Ridder, president of the company, states that many machinists have already taken advantage of this opportunity, and that the company stands ready to pay for any additional ideas it may adopt.

DEXTER FOLDER RECORDS.

What looks like a new speed record for paper folding has been hung up by the United Drug Company at its printing plant in Boston. Recently the company installed a Dexter Circular and Pamphlet Folder to handle its work, which is mostly of eight and sixteen pages. The principal work for which the folder was wanted, however, was an eight-page fold of a 5 by 7 inch sheet. The folder, which has a feeder attached, attained a speed of 104 a minute for a short run and averaged 7,200 an hour for several hours. This speed was eventually cut down to 45,000 a day to accommodate the maximum output of the company's presses, and this average has been kept up now for several months. These folders are built to handle work from eight to thirty-two pages, right angle, with attachments at the second or third folds for parallel work of eight to thirty-two pages, two or more on.

TYPOGRAPHIC NUMBERING MACHINES ARE A GOOD INVESTMENT.

For some years past the Western Numbering Machine Company, Brooklyn, New York, tried to interest one of the large bank-note companies in its type-high numbering machines for use on printing-presses. The concern had been numbering all its bond coupons — thirty, forty, fifty and sixty to a sheet — on the regular foot-power paging machine. The manager informed the Wetter people that the most expert operator in the company's employ could, under good conditions, print twenty thousand numbers in one day. This is unusual, as the average operator on this style of machine would probably produce fourteen thousand to fifteen thousand numbers.

The concern became interested to the extent of purchasing fifty machines, and, in order to use them in connection with its particular work, it was necessary to put in a 13 by 19 platen press, using fifty machines in one form, for fifty coupons.

At the end of three months, after giving this system a good trial, the bank-note company ordered another lot of fifty machines, and within six months its outfit consisted of fifteen 13 by 19 platen presses, each equipped with fifty machines.

The concern now is producing on an average of forty thousand printed numbers from each press per hour, and is well satisfied with the small cost of the original investment, compared with the results it is getting.

In this particular case the parties at the head of the concern made a thorough investigation in regard to the merits of the different machines of this line, and decided on the Wetter machine, for the reason that it was absolutely necessary at all times to have every figure print very plain on hard bond paper. The investigation they made convinced them that the drop-cipher feature of the Wetter was the only one that would hold up for this exacting work.

The drop-cipher feature has proved out in the most severe tests, particularly with concerns that print numbers on celluloid, one of the hardest tests that a numbering machine can be submitted to.

Interested printers who do this class of work should write to the Wetter Company, asking for further particulars, and stating that they "saw it in the THE INLAND PRINTER."

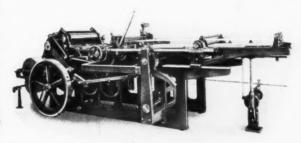
STAR TOOL MANUFACTURING COMPANY WILL MAKE EXHIBIT.

At the convention of the National Press Association, to be held at the Sherman House, Chicago, June 24-27, the Star Tool Manufacturing Company will have something new to show the printers and publishers at the machinery and supply exhibit to be given in connection with the convention. Members of the trade in Chicago and all visiting craftsmen are invited to visit the "Star" booth, at which a few "eye-openers" will be presented to those printers who are planning for greater efficiency in their plants.

BAG-CLOTH PRINTING PRESS.

The illustration shown herewith is of the very latest improved No. 15 Kidder Roll Feed Bed and Platen Press, which was recently built for a well-known company, and especially designed to print on cheesecloth, linen, burlap, canvas or filled goods, in the manufacture of printed cloth bags. These bags are used to contain salt, sugar, flour, rice, cement, etc.

As this press automatically takes the stock from the roll, it is necessary to make these rolls up, as the cloth comes only in skeins. This is done on a combined rewinding and stitching machine, such as is manufactured by the Curtiss & Marble Company, of Worcester, Massachusetts. The skeins are rewound into firm, even rolls, and as each runs out, another is sewed on the end by the stitching device. This machine is operated by a girl, and the rolls of cloth are very rapidly completed up to the desired diameter of about 24 inches.



NO. 15 KIDDER ROLL-FEED BED AND PLATEN PRESS.

The roll complete, this press prints, slits and delivers on an automatic lowering-table, each piece cut to size. A finishing touch given on a "Union Special" or a "Singer" bag-sewing machine, by an automatic factory girl, completes the bag. For example, an average bag-machine girl can sew up the bottoms and sides of 4,000 25-pound sugar bags, 21 by 28 in size, in a ten-hour day, which is at the rate of 400 an hour, and about 6% bags a minute—this allowing only nine seconds for the sewing and handling of each bag. Are they not, indeed, automatics?

The feed of the cloth through the press is so controlled that even cheesecloth is not sufficiently stretched in the operation to interfere with the register; also the parallel-motion tape delivery is a special feature, having been so carefully developed by the Kidder Press Company that the results it gives are perfect, delivering the finished product flat and squared.

The press shown here has an actual printing surface of 12 by 26 inches in one color, or $5\,\%$ by 26 inches in two colors. It can take a web up to 30 inches in width, and the throw of the sheet is in any length up to 32 inches.

This machine is also built with two printing units, each with a printing form 12 by 28½ inches in size, which is capable of printing two colors on a form 12 by 28½ inches, or three or four colors on a form 5¾ by 28½ inches. It takes a web of stock up to 32 inches in width, and throws a sheet any length up to 32 inches. This latter press is

known as the "No. 12" Kidder Roll-feed Bed and Platen Press.

Both presses are guaranteed to give satisfactory results, running at a speed of from 2,500 to 3,000 impressions per hour. The single-unit press requires three horse-power to run satisfactorily, and the double unit five horse-power.

These presses reduce the cost of production over the old methods, and have proved, without question, to be labor-

saving and profit-earning machines.

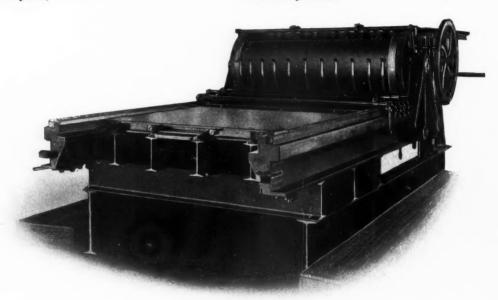
Note the texture and lines of this press — strong, symmetrical and made to work and last. We think you will agree with us that it is the top notch of press manufacture, and a machine to be proud of.

VANDERCOOK MAMMOTH HAND PRESS.

Built for R. R. Donnelley & Sons Company, Chicago, by R. O. Vandercook. Weight, about ten tons; floor-space, 7 by 18 feet; printing surface, 62 by 48 inches. (This illustration was made particularly to show the working details of the press.)

It will take a solid form full size of printing surface or a single letter without any change of tympan, and given typeforms that are actually type-high, there is absolutely no make-ready required for perfect printing, no matter what size the form may be.

Power and a sheet delivery can readily be put on the machine, but for the purpose for which the machine was built these additions do not seem to be necessary. The comparatively few impressions that will be taken on the press make speed in taking an impression very secondary to the other features of accessibility, rigidity, and allaround handiness of operation, in taking the few copies needed from the forms. The cylinder goes over the form with a steady but slow motion, and with very little physical effort. The ink distribution is simple, but efficient, and consists of four form rollers, riders, and two especially designed angle rollers with riders. Pulling a small lever on either side of the press automatically lifts the form rollers and riders, so as to leave the form rollers free from all contact. This feature is essential because of the long waits between impressions.



Vandercook Hand Press-Largest in the World.

The machine shown in the illustration is now in operation in the plant of R. R. Donnelley & Sons Company, Chicago. It was designed by R. O. Vandercook and built under his supervision at the machine-shop of Reichel & Brews, Chicago.

The purpose of the machine is to save time in makeready and register of large forms, and to give abundant time for press-proof revising without holding up the run-

ning presses.

The special features of the machine are: Accessibility to the form; it is as free as an imposing-stone on three sides — no feed-board, sides or anything else to interfere with the workmen or the light, in building up the form to absolute type-height. Rigidity under impression: there has been accomplished on this machine that which never before has been done on any other machine of its approximate size — that is, its absolute rigidity under impression.

The press is fed from a feed-board that is horizontal and not on an angle. Grippers take the sheet and carry it with the cylinder over the form, and at the end of the travel the grippers open automatically and the sheet is taken off the cylinder by hand.

One of the basic patents on this machine is the trip or the method used to cause the cylinder to rise on its return to the feed-board. In its general features it is the same as that used on the Vandercook composing-room cylinder and a number of other machines designed by Mr. Vandercook. This trip overcomes what hitherto has been the greatest objection to the oscillating press.

If the pressman in charge of the running press does not get approximately the results from the first impression as obtained on the make-ready press, he can save much time in make-ready by adjusting the running press. The proof from the make-ready press shows him immediately that the

form is type-high, and if his press shows up light in spots, he knows that the defect is not due to the form, but to the adjustment on the press.

Every form from the make-ready press is a test form, and, with these as a guide, it is possible to keep the impression of the running presses always in the best of condition, and thus save much time in make-ready.

The cost of construction of the make-ready press is about one-half the cost of building a regular press of like size, and it is impossible to get on a regular press the rigidity of impression or the accessibility to the forms or the all-around handiness of operation for the purposes intended.

CROCKER-WHEELER COMPANY.

The business of the Crocker-Wheeler Company is increasing so rapidly on the Pacific coast that J. E. Fries has been transferred to the San Francisco office as Pacific coast engineer. With this addition to the present organization, prompter service than ever can be given to current inquiries. On April 1 the company opened an office in the Title Insurance Building, in Los Angeles, California.

A NOTABLE CONVENTION EXHIBIT.

During the convention of the Associated Press and the American Newspaper Publishers' Association, held at the Waldorf Astoria Hotel in New York, commencing April 22, the Lanston Monotype Machine Company had what was perhaps one of the most noteworthy exhibits of machinery in actual operation which has ever been set up in the hotel for convention purposes. This exhibit was made in one of the small parlors on the convention floor and consisted of two complete casting machines, one with the eighteen-point attachment applied, a style D and a style DD keyboard, besides a typecasting machine which was constantly busy in casting type for the cases.

All of the machines were run under ordinary commercial conditions, the operators, in fact, having been selected from monotype offices in which the newspapers are used on advertisement and news work. A great variety of combinations of matrices were used in order to demonstrate the quick-change possibilities of the monotype on news or advertisement work, and some very complicated examples of department-store advertising, which could not be composed otherwise except by hand, were composed at the keyboard and quickly run off the machines, to the delight of many publishers who had never before seen the monotype in actual operation on newspaper copy.

It took the Monotype Company's men exactly one whole day of twenty-four hours to make this installation complete and ready for service, and the booking agent of the Waldorf, who had arranged for many similar enterprises, said that it was without doubt the quickest work he had ever seen on an exhibit which was so complete.

As a result of this exhibition, the Monotype Company has booked orders for a considerable number of standard equipments and typecasters, besides impressing upon a great many publishers and mechanical executives the value of the monotype in the newspaper composing-room.

MAKING THE MARKET.

Producing and selling in the printing business are closely interwoven. The printer is both manufacturer and salesman; but I am not ready to assert that good salesmanship is a noticeable characteristic of the fraternity, and surely printed salesmanship—real, live printers' advertising—is rare indeed. You might gather up most

of the cards and blotters and leaflets put out by average printers, and the greatest difference among them would be found in color scheme and stock—not in text. You would almost imagine somebody had syndicated the wording and furnished blanks ready to imprint. Their most frequent appeal is "finest printing at lowest prices" or words to that effect. Think of this!

Why say "lowest prices"? In the first place, low price can not be synonymous with fine printing; and in the second place "a low price" is the customer's cry. Why add your voice to his din already directed against yourself? You can't build a profitable business on low prices, because the kind of customers you get on the price argument will always take a lower price when they can get it. And if your product is really meritorious, just remember that anybody can give a good thing away, but to convince a man that he ought to buy at your price what you offer to sell him takes salesmanship.

The basis of good salesmanship rests within one's self. I must truly believe in my goods. Being a printer with a cost system, I know their cost and naturally desire to sell them at a profit; but neither my knowledge nor my desire is an element of salesmanship. To sell, I must prepare myself; think up every possible strong point about my goods; satisfy my mind as to the prospective customer's needs; become enthusiastic over the value I have to offer, and let it loom big in my own mind—then go out and convince the purchaser.—W. Elmo Reavis, Los Angeles.

WHITE AND RED HONESTY.

An amusing incident of the difference between white and red honesty is told by General Miles, whose book of memoirs, "Serving the Republic," was recently published. "Several years ago Bishop Whipple was sent by the Government to hold an important council with the Sioux nation," says General Miles. "The Bishop was a most benevolent man and a good friend of the Indians, having sympathy for and influence with them. It was in midwinter, and a great multitude of Indians had gathered in South Dakota to receive this messenger from the Great Father at Washington. Before delivering his address to the Indians the Bishop asked the principal chief if he could take off his fur coat in safety. The stalwart warrior, straightening himself up to his full height with dignity, said that he could leave it there with perfect safety, as there was not a white man within a day's march of the place."

NEW MONOTYPE-LINOTYPE PLANT.

The Superior Typesetting Company, of Chicago, has installed a battery of monotypes and an up-to-date make-up department, and will operate a combination monotype and linotype plant. The company was recently reorganized with Morris Klein as president, E. J. McCarthy as vice-president, and John J. Smith as secretary. Mr. McCarthy was formerly special representative of the Lanston Monotype Company, and Mr. Smith sales manager of the Walden Typesetting Company.

Mr. Klein is planning an automobile tour of Indiana and Ohio, and will attend the convention of the Ben Franklin Clubs of America in Cleveland in June.

CHARLES HUARD, the French artist, is best known in this country by his drawings, but he is also an etcher of great merit, and in the June Scribner a number of his best etchings will be reproduced with an article by Madame Huard, who is a daughter of Francis Wilson, the actor.

THE INLAND PRINTER

A. H. McQuilkin, Editor

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U.S.A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square,

Vot. XLIX.

JUNE, 1912.

No. 3.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novel-ties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil hon-estly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for adver-tising space.

tising space.

The Inland Printer reserves the right to reject any advertisement

FOREIGN AGENTS.

FOREIGN AGENTS.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town and Johannesburg, South Africa.

John Dickinson & Co. (Limiteu), Cape Africa.

Jean Van Overstraeten, 3 rue Villa Hermosa, Brussels, Belgium.

ADVERTISEMENTS WANT

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

AGENCIES.

FORMER manager of an American printing machinery company in Paris, speaking English and having an established office, centrally located in that city, desires to represent American firms on the Continent; thoroughly acquainted with the printing and allied trades; best references. Address LE PROU, 8 Rue de la Pepiniere, Paris, France.

THE UNDERSIGNED solicits agencies with sole control for Great Britain of American machinery adapted to printing, stationery and bookbinding trades. References given if desired. P. LAWRENCE PRINTING MACHINERY CO., Ltd., 57 Shoe Lane, London, E. C.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of bodytype, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the
printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the
untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when
wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6% by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

FOOTE & DAVIES COMPANY, Atlanta, Ga., have published a chart showing at a glance the cost of all binding materials in any size blank-book and in various styles of bindings, ranging from a 100-page half-bound cap book to a 1,000-page double royal full-leather-bound book; this table is very useful and saves a great deal of time in computing cost of binding material. Price, \$1.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS—A book for the printer with a cost system, or intending to instal one: investment and expense accounts arranged accordingly. Labor-saving short cuts shown. \$2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE—A printing business and complete plant including bindery in a rapidly growing city of more than 100,000 population, costing originally more than \$17,000, located in the heart of the business district, on the ground floor and doing a large business; 5 C. & P. Gordons, Miehle cylinder and Harris Automatic presses, standing press, cutters, perforators, wire stitchers, ruling machines, punching machines, abundance of type, over 2,000 lbs. leads and slugs, cabinet and type stands, stones, steel and metal furniture, office fixtures including typewriter and extra large Diebold safe, about \$1,000 worth of paper stock, envelopes, etc., good will and franchises of 29 years' accumulation in business; electric power and electricity or gas for lighting; on account of ill health owner wishes to retire and will sell at a sacrifice to quick buyer. Easy terms. F 830.

SALES ORGANIZATION — To the man having the ability to form and manage a selling organization to take over the marketing of a patented device needed by printers, very liberal terms will be made; more than \$25,000 has been expended in perfecting the manufacture; no additional capital will be required, except such as may be necessary to carry on the selling; salesmen will need to be specially instructed and trained. E 800.

Megill's Patent SPRING TONGUE GAUGE PINS \$1.20 per doz, with extra tongues



MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr. e Street NEW YORK
From us or your dealer. Free booklets. 60 Duane Street

Megill's Patent DOUBLE-GRIP GAUGES \$1.25 set of 3 with extra tongues



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VISE GRIP

FOR SALE — Complete plant for the manufacture of printers' rollers; owing to discontinuance of that part of our business, we will offer the plant at a low price to effect quick sale; complete inventory, with prices, will be supplied upon request. BARNHART BROTHERS & SPINDLER, Washington, D. C.

FOR SALE—Newspaper and job office; will prove big business by books and files; permanent paying business assured; no junk shop; no competition; exceptionally enterprising growing town with large supporting tributary country; no trades or leases. RECORD, Kanawha, lowa.

FOR SALE — Engraving plant, cost over \$3,000 to equip; will sell for \$2,400 time, or \$2,000 cash; good location, correspondence solicited. INTERSTATE ENGRAVING CO., Bloomington, Ill.

\$2,000 NET ANNUAL PROFIT — My newspaper in southern Michigan town of 1,000 for sale; established 34 years ago; \$2,500 cash; \$3,000 on terms to suit; no incumbrance. F 815.

A PAGE of woman and girl features furnished one time a week, great circulation maker; for sample, write G. D. LATUS, 625 Woodbourns av., Pittsburgh, Pa.

FOR SALE — Good-paying county seat weekly, Republican, netting \$2,000 annually. JOHN RUF & SON, Carlyle, Ill.

Publishing.

MONTHLY MAGAZINE; national circulation; much editorial and art material; easy terms. HARRIS-DIBBLE COMPANY, Masonic building, New York.

ENGRAVING METHODS.

CANFIELD'S NEW METHOD OF ENGRAVING enables any printer to make zinc or copper reproductions of pictures taken from newspapers, magazines, catalogues, commercial work, drawings and prints (same size); excellent for half-tones, color-work; purely mechanical, no knowledge of drawing or photography necessary; reproductions are made with aid of gas, electric or day light; complete outfit—coating machine, chemicals, metal plates, base, instructions, etc., \$7.50; specimens free. H. CANFIELD, Germantown, Philadelphia, Pa.

ANYBODY CAN MAKE CUTS with my simple transferring and etching process; nice cuts from prints, drawings, photos are easily and quickly made by the unskilled on common sheet zinc; price of process, \$1; all material costs at any drug store, about 75 cents. Circular and specimens for stamp. THOMAS M. DAY, Box 12, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, eloth-cutting, gluing and book-trimming machines. There is no connection whatever between The Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE — Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

FOR SALE—A complete lithograph plant, Harris offset press, 22 by 34, 2 Hoe stone presses, 2 transfer presses, 1 Fuchs & Lang ruling machine, zine plates and stones; in fact, everything that goes with an up-to-date outfit; it is in perfect condition, having been in use less than two years, and is a bargain for any one who is interested; will sell as a whole or in part, on reasonable terms. BYRD PRINTING COMPANY, Atlanta, Ga.

FOR SALE—Secondhand machinery in first-rate condition; 1 two-roller Cottrell drum cylinder press, 31 by 47, suitable for country newspaper; 1 Acme self-clamping paper-cutter, in good condition, 48-inch; 1 Hoe stereo planer, size of bed, 18% by 26½; 1 Seybold upright embosser, will emboss sheet 26 by 33. KEMPER-THOMAS COMPANY, Cincinnati, Ohio.

LINOTYPE MACHINES, motors, remelting furnaces, matrices and molds at half price; machines rebuilt and modernized in our own shop constantly on hand for immediate delivery; linotype machines and supplies bought for cash. F. C. DAMM, 834 Wabash av., Chicago.

FOR SALE—A 27 by 40 Whitlock press; has had less than thirty days of real use; absolutely good as new; will do anything that can be put upon it, from plain black printing to the best three-color work; write for price and terms to P. B. BROWN, Harlan, Iowa.

FOR SALE — One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts matrices and large assortment of accents, special characters, etc. LANCASTER PRINTING CO., 241 Cherry st., Lancaster, Pa.

FOR SALE—Our complete linotype plant, consisting of two Model No. 4 quick-change, double-magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two-letter matrices. KEYSTONE PUB. CO., 809-12 N. 19th st., Philadephia, Pa.

BARGAINS IN FOLDERS—28-inch Anderson, single-fold, \$120; 20 by 26 Chambers, front feed, three-fold, speed 2,000, \$125; 22 by 28 Chambers, front feed, three-fold, speed 2,000, \$140. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago, Ill.

FOR SALE — Miehle 4-roller, 2-revolution, 46 by 65, with sheet delivery, late model; now running and in perfect order; too large for our use only reason for selling; will sell without Dexter automatic feeder for \$2,850, or \$3,850 with feeder. F 860.

LINOTYPES FOR SALE at a bargain, Models 1, 3 and 5; guaranteed good running condition; cheap for cash; easy terms to reliable party; extra magazines, motors, matrices, ctc. GREENEBAUM BROS., INC., 159 William st., New York.

FOR SALE—Wesel patent iron grooved blocks as follows: One each 37 by 52, 36 by 51, 31½ by 46, 31 by 42, five cf 26½ by 39, and three 14 by 22; any or all of the above at a bargain. T. D. M. CO., Red Oak, Iowa.

FOR SALE — Our complete linotype plant, consisting of No. 2, No. 4 and No. 6 machines, equipped with German and English matrices. GERMAN DAILY GAZETTE PUBLISHING CO., Philadelphia, Pa.

FOR SALE—Crowell tablet binder—measures, moistens and cuts strip; useful in any bindery; perfect condition; price, \$45; cost \$75. CENTRAL PAPER & TABLET CO., Indianapolis, Ind.

FOR SALE — Two 15 H. P. gas engines, Otto and Fairbanks-Morse; good as new; will take half price, account changing motive power. AMERICAN PRINTING COMPANY, St. Joseph, Mo.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth booksewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 32-inch Burton Peerless perforator in fine condition, have no further use for it; will sell for \$150, cost \$350. CENTRAL PAPER & TABLET CO., Indianapolis, Ind.

FOR SALE — One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M-3204; both in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S., Canada.

FOR SALE — One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. FRANKLIN PRINTING CO., 416 W. Main st., Louisville, Ky.

FOR SALE — New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12 point matrices, Rogers tabular attachment. D 638.

FOR SALE CHEAP — Campbell pony, 34 by 50 bed, good condition. E. B. LOVELAND PRINTING CO., Mt. Vernon, N. Y.

FOR SALE — Four-roller, R. Hoe cylinder press, 29½ by 43 inch. ROSENTHAL BROTHERS, 314 S. Canal st., Chicago.

FOR SALE — Hoe cylinder press, 36 by 52, four-track; will sacrifice. ELKINS MFG. CO., Philadelphia, Pa.

FOR SALE — One Model No. 4 Linotype, No. 11237, complete. JACK-SON & BELL, Wilmington, N. C.

FOR RENT.

FOR RENT — Move from high-rent district to handsome new fireproof five (5) story, well-lighted building, steam heat and elevator; in the center of large, growing suburb; excellent transportation and good labor market; 5,000 feet spaces or entire building, cheap power furnished. F 843.

HELP WANTED.

Bookbinders.

WANTED—An all-around man—ruler and binder; wages \$25 per week, eight-hour day. LEADVILLE PUBLISHING & PRINTING CO., Leadville, Colo.

Compositors.

WANTED — A first-class job and catalogue compositor, and a monotype caster-operator who is also a compositor, by one of the besteguipped nonnion plants in the Central West; wages \$21 per week of 50 hours. F 447.

MONOTYPE OPERATOR — Swift and clean; tabular and straight matter; steady work and high wages to right man; union; unless extraordinary, do not reply; men only; D board. F 316.

PRINTER — An "agency ad." man, clean and fast; good opportunity; send samples, if possible; state wages; union. S. WILLENS & CO., 542 S. Dearborn st., Chicago, Ill.

WANTED — Thoroughly competent compositor, producing highest-class job and catalogue work; must have original ideas. BOX 593, Troy, N. Y.

WANTED — All-around printer; married man preferred; steady job, good wages. Address TETON VALLEY NEWS, Driggs, Ida.

Correspondents.

WANTED BY EXPORTING HOUSE, English and Spanish correspondent familiar with printing presses and printing machinery; state previous connections, experience and salary. E 804.

Engravers

WANTED — Dry-plate operator, a first-class man who could also direct commercial photographic department; a suitable man would have the option of procuring interest in a dividend-paying business. RAN-SOM ENGRAVING COMPANY, Ltd., 14 Princess st., Winnipeg, Can.

Foremen

WANTED—A first-class job man to take entire charge mechanical department weekly newspaper and job plant doing business of \$1,000 a month; must be specially qualified for high-grade Gordon business, which can be largely increased; must be up on colorwork; want man who can take \$1,500 worth of stock, paying at least \$500 down—not that money is needed, but that he may feel that vital interest in business that will prompt close watching of the leaks which depreciate profits, and who wants dividends as well as regular paycheck; absolutely clean man, practical, energetic, with high recommendations, can get excellent start in fine Nebraska town of 10,000; let banker attach letter stating your ability as to making investment, and give plenty of references as to character and standing among real business men. F 842.

SUPERINTENDENT WANTED — A large establishment, located in St. Paul, Minn., wants a man capable of giving general superintendence to a modern printing, blank-book and commercial lithographing plant; must not only be a good manager of help, but a good salesman and able to develop trade; the plant now produces commercial printing, advertising literature, blank-book and loose-leaf work, bank and commercial lithographing; applications will be treated in confidence, and must be accompanied by a full statement of past history and such references as may be consistently offered in view of confidential nature of application; habits must be above reproach and ability unquestioned. H. A. BLODGETT, President, Brown, Treacy & Sperry Co., St. Paul, Minn.

Miscellaneous

THE CROWELL PUBLISHING CO., publishers of Woman's Home Companion, The American Magazine and Farm and Fireside, in view of the large expansion in work at their plant at Springfield, Ohio, early this coming fall, wish to get in communication with high-grade compositors, electrotypers and flat-bed and rotary nonunion pressmen. Positions available about September 1. Write, giving full particulars and references, to the Superintendent, CROWELL PUBLISHING CO., Springfield, Ohio.

Pressmen.

THE ROYCROFT SHOP, East Aurora, N. Y., has openings for job pressmen, feeders, also two-thirders; highest grades of printing handled, exceptionally fine equipment; splendid opportunities for ambitious workers not to be found elsewhere; prefer young men with country-office experience.

WANTED — Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

Salesmer

SALESMEN — Responsible, high-grade men throughout United States to handle \$20 specialty appliance needed by every printer; good commission and excellent cooperation from established house. E 801.

SALESMAN WANTED for printing, lithographing and office appliances. Apply CHRISTIE LITHOGRAPH & PRINTING CO., Duluth, Minn.

INFORMATION WANTED.

CHARLEY S.— Emily understands all; still waiting; faith in you. Write me. D. H. DRYBURGH, 918 W. 87th st., Chicago, Ill.

INSTRUCTION.

A BEGINNER on the Mcrgenthaler will find the THALER KEY-BOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want—No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P"st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

EMPIRE MERGENTHALER LINOTYPE SCHOOL, 419 First av., New York; seven Linotypes; day and evening classes; lesson sheets; mechanical instruction; employment bureau; hundreds of successful graduates. Write or call for particulars.

PROPOSALS FOR MATERIAL, ETC.

GOVERNMENT PRINTING OFFICE, Washington, D. C., May 16, 1912. Sealed proposals will be received at this office until 10 o'clock A.M., June 17, 1912, for furnishing leather, book cloth, gold leaf and other material for the public printing and binding to the Government Printing Office during the fiscal year ending June 30, 1913. The right to reject any and all bids and to waive defects is reserved. Detailed schedules of the material, etc., required, accompanied by blank proposals, and giving the regulations with which bidders must comply, may be obtained by addressing SAM'L B. DONNELLY, Public Printer.

SITUATIONS WANTED.

Accountants.

EXPERT COST MAN and accountant, with practical experience in printing business, desires situation. E 792.

Ad.-men

EXPERT BUYER of printing and detail man desires to connect with western advertising agency; plans and lays out all kinds of advertising matter; practical printer, capable of taking charge of agency printing-office; has good connections now, but wants to take charge. F 856.

Artists.

SITUATION WANTED with large printing and engraving house in Chicago by artist who does designing of fine catalogues, books, mechanical drawing and photo retouching. E 777.

Bookbinders

BINDERY FOREMAN — Competent in all branches, thorough business experience, good mechanic and manager of help, steady, reliable, wants position. F 459.

ALL-AROUND BOOKBINDER and folding-machine operator desires position where his services will insure advancement; age 21; German. F 846.

POSITION WANTED by practical all-around bookbinder and foreman. F 855.

Compositors.

SITUATION WANTED by printer, 20 years' experience, advs., jobs or make-up; sober, reliable, references. JAMES, 128 E. Maumee st., Adrian, Mich.

Engravers.

STUATION WANTED — Young man, copperplate engraver, desiring to learn photoengraving; state time to learn and wages given; can design and do pen-and-ink work; don't drink or smoke. THOMAS KEITH WALLACE, 121 Shelter st., Rochester, N. Y.

Foremen.

WORKING OR DESK FOREMAN wants to change localities account wife's health; 33 years old; do not drink; absolutely reliable; A-1 compositor and executive; student of system, efficiency and up-to-date shop methods; doubled efficiency in plant where now employed. F 375.

WANTED — Foremanship of book or job department; has desk and floor experience; East preferred. F 799.

Newspaper Men.

A LITERARY GENTLEMAN of experience will undertake the book and theater reviews for several weekly and daily newspapers who do not wish to employ a regular staff contributor; charges reasonable and references furnished. F 822.

Operators.

LADY OPERATOR wants position; competent; best of references; nonunion. F 821.

Pressmen

A FIRST-CLASS, all-around pressman, can furnish any amount of references as to ability and character, wishes to get connected with a good print-shop in a town from 60 to 150 miles from Chicago; in a shop that wishes to increase business, as he has in view a class of work that can be had by a little exertion, and, if necessary, can put in some cash in a progressive concern. F 832.

HIGH-CLASS PRINTERS ONLY'—If the printing of your catalogue is not satisfactory, do you want pressroom foreman capable bringing same highest standard excellence? Expert vignette and colors; will guarantee to equal engravers' proofs; open position last week in June; confidential. F 473.

STEADY SITUATION wanted by young married man 23 years old as cylinder pressman; capable of turning out first-class work in reasonable time; nothing less than \$18 per week. H. S. NICHOLSON, 1334 Chouteau av., St. Louis, Mo.

PRESSROOM FOREMAN, experienced in general edition book, catalogue and color work, both cylinder and rotary presses; ten years with present employers; competent, sober and reliable; references, if desired. F 837.

PRESSROOM FOREMAN would like to secure position with progressive firm; good executive ability, reliable, temperate and experienced on all grades of printing, desires position as foreman. F 845.

COMPETENT CYLINDER PRESSMAN desires position, small town in Northern States preferred; age 25, married, sober and industrious. F 847.

WANTED — Position by a first-class cylinder pressman; 18 years' experience. F 833.

Proofreaders.

FI an ST

FROOFREADER, practical A-1 printer, accurate reader, with years of experience in high-class commercial houses, seeks position. J. F. HUGHES, General Delivery, Newark, N. J.

PROOFREADING position by young woman; thoroughly experienced-MRS. HERRON, 514 Russell, Covington, Ky.

Superintendents

WANTED — Position in bindery, preferably finishing; 20 years' experience, practical at both forwarding and finishing; had charge for some time. J. G. MEYERS, 1008 Sarah st., S. S., Pittsburgh, Pa.

SITUATION WANTED, as superintendent or foreman, by man of 20 years' practical experience. H. F. KARNES, 3514 Butler st., Pittsburgh, Pa.

WANTED TO PURCHASE.

WANTED — Good secondhand web perfecting press to print catalogues, magazines and telephone directories on book or news, size not larger than 3½ by 11; must deliver folded and without offset of good speed and standard make; can not afford to experiment; send samples of work, speed, and every possible detail wanted; also gathering and punch and stringing device for books 1½ inches thick. Address M. P., care United Typothetæ, Heisen bldg., Chicago.

WANTED — Cylinder press in first-class condition, large enough to take sheet 25 by 38; not less than three rollers; if you have a bargin for cash, write us. MELLICHAMPE BROTHERS, 106 Redding bldg., High Point, N. C.

WANTED — For eash, Harris automatic two-color press, 15 by 18. Address, stating age of press and condition and lowest price, M. M. ROTHSCHILD, INC., 711 S. Dearborn st., Chicago, Ill.

WANTED — Secondhand Miller saw-trimmer; give full particulars as to equipment, price asked, etc. C. SCHWEIM, 138 Lafayette av., Detroit, Mich.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, \$2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridge-port Copy.

PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Case-making and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-12

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates.

Cost Systems and Installations.

COST SYSTEMS designed and installed to meet every condition in the graphic trades. Write for booklet, "The Science of Cost Finding." THE ROBERT S. DENHAM CO., 342 Caxton bldg., Cleveland, Ohio.

Counters

HART, R. A., Battle Creek, Mich. Counters for job presses. Also paper joggers, "Giant" Gordon press-brakes. Printers' form trucks.

5-12

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Electrotypers' and Stereotypers' Machinery,

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York.

2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue.

Embossers and Engravers -- Copper and Steel.

of F.

d.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Rendolph st., Chicago.

Embossing Composition.

STEWART'S EMBOSSING BOARD—Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Embossing Dies

YOUNG, WM. R., 121-123 N. Sixth st., Philadelphia, Pa. Printing and embossing dies, brass, steel, zinc; first-class workmanship. 7-12

Grinders and Cutting-room Specialties.

WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: Highgrade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife grinders. Prices right. F. C. KEYSER & CO., 722 S. Clark st., Chicago.

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Labels and Advertising Stickers.

STANDARD PUB. CO., Vineland, N. J. Gummed labels and stickers for the trade. Send for catalogue. 6-12

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-13

Gummed Tape in Rolls and Rapid-sealing Machine.

JAMES D. McLAURIN & CO., INC., 127 White st., New York city.
"Bull-dog" brand gummed tape. Every inch guaranteed to stick.
6-12

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Job Presses

GOLDING MFG. CO., Franklin, Mass. Golding Jobbers, \$200-\$600; Embosser, \$300-\$400; Pearl, \$70-\$214; Roll-feed Duplex, Triplex.

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, Central Offices, 160 Broadway, New York; Western Office, 108 LaSalle st., Chicago. The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipments for printing-presses and allied machines a specialty. 3-13

Numbering Machines for Printing-presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk.

Paper Cutters.

GOLDING MFG. CO., Franklin, Mass. Lever, \$130-\$210; Power, \$240-\$600; Auto-clamp, \$450-\$600; Pearl, \$40-\$77; Card, \$8-\$40. 8-12

OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario — Cutters exclusively. 4-13

SHNIEDEWEND, PAUL, & CO., 631 W. Jackson blvd., Chicago. 7-12

Photoengravers

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York.

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st.

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-12

Printers' Machinery.

ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery? We rebuild all kinds, buy or sell; you can not afford to everlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y.

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 766 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 699-611 Chestnut st., Des Moines, Iowa.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

ALLIED FIRMS:
Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-12

BUCKIE PRINTERS' ROLLER CO., 714 S. Clark st., Chicago; St. Louis, Detroit, St. Paul; printers' rollers and tablet composition.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Supplies.

BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-12

Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Bab two-revolution and fast news presses; also new and rebuilt.

Proof Presses for Photoengravers and Printers.

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Roller Racks and Overlay Tables.

JOHNSON AUTOMATIC ROLLER RACK CO., LTD., Battle Creek, Mich. Promoting "The Johnson Way" reliable method of roller

Special Machinery.

GEORGE W. SWIFT, JR., designer and manufacturer of special machinery for manufacturing and printing paper goods.

BORDEN.

BORDEN.

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type, and costs no more than papier-mache; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHRS, 240 E. 33d st., New York city.

TYPE — Best type made, 35 cents a pound; your old metal taken in exchange. Send sample order; if not satisfactory return it, and your money comes back. New catalogue just off the press. PEER-LESS TYPE FOUNDRY, Dept. I, Winona, Minn. 6-12

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Senttle, Vancouver.

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-12

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st. and 15 Elm st., New York. 11-12



Solid Gold Matrix Stick-pin

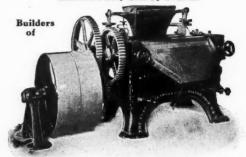
Machinists and Operators who have pride in their calling are buying and wearing it. Employers can make no more suitable or pleasing present to their employees.

THE INLAND PRINTER CO. 632 Sherman Street, Chicago



THE BLACK-CLAWSON CO.

HAMILTON, OHIO, U.S.A.



INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes -6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches. With or without Hoppers. Solid or Water-cooled Rolls. With or without Hoppers. Solid or water-cooled Rolls.

Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating
Machinery and Special Machinery.

Matrices and Moulds Saved!

All our Matrices and Moulds were saved from the unfortunate fire of April 9th. The casting machines are still intact and the brass rule department undamaged. The business will continue, and we have been able to draw from stock of branch houses and agencies and are filling all orders as usual.

THE H. C. HANSEN TYPE FOUNDRY

Established 1872

190-192 CONGRESS STREET, BOSTON

To Make GOOD Pads

R.R.B.PADDING GLUE

Write for my special trial offer

ROBERT R. BURRAGE

83 Gold Street

New York



(Successors to Universal Wire Loop Co.)

75 Shelby Street DETROIT - - - MICHIGAN

"Isn't This a Cameo Job?"

You should ask yourself that question about every new piece of work. Cameo is a staple — for every-day use. It enriches illustrations, deepens half-tones and dignifies type. Cameo lifts any job for which it is used out of the commonplace and wins attention and favor by its very appearance — it is so noticeably different from other paper.



Coated Book-White or Sepia

If you want to get the very best results with Cameo, note these few suggestions :

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than

for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

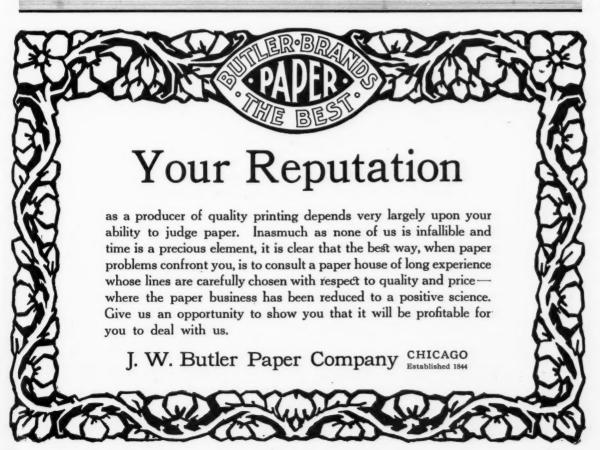
Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

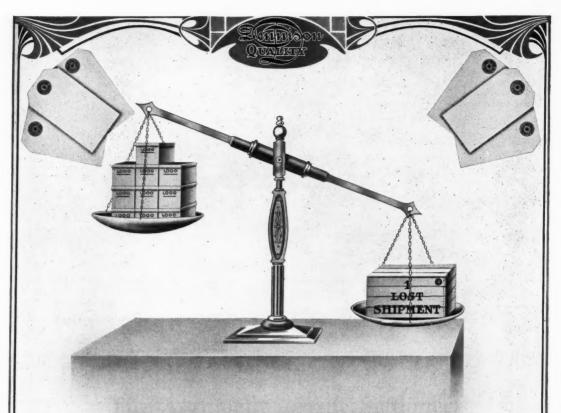
Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.





The Argument for the Printer In Selling His Customer Stronger Tags

ONE lost shipment in the majority of cases is worth two or three times—yes, and sometimes twenty or thirty times the price of ten thousand tags. Cheap tags are the causes of lost shipments. Railroads rule against them.

Standard All Rope Tags Stay On

Give your customer a sample of a Standard Tag, and ask him to tear it. Show him the rope fibres. If he has had cheap tags and lost shipments because of them, he will be impressed by the strength of the Standard tag. Sell Dennison Standard Tags and establish a reputation for Quality Goods.

Write for Samples

Dennison Manufacturing So.

WORKS AT FRAMINGHAM, MASS.

BOSTON 26 Franklin Street NEW YORK 15 John Street CHICAGO Stores at NEW YORK 15 W. 27th Street

PHILADELPHIA 1007 Chestnut Street

ST. LOUIS 905 Locust Street

62 East Randolph Street 905 Offices in Thirty-three Principal Cities

A Numbering

Machine

that is better than the one that is "just as good"

IS THE FIRST REQUISITE TO

CARRIED IN STOCK BY ALL DEALERS

The Only Machine with a Drop Cipher To meet cheap competition we have followed the only proper course of making "WETTER" machines better than the other fellow's.

All orders and inquiries entrusted to us are handled by men of experience, and the finished product is Numbering machines that can not be surpassed in design, finish, accuracy and durability, and which are adapted for the work they are intended.

Occasionally a dealer is tempted to suppose compliance.



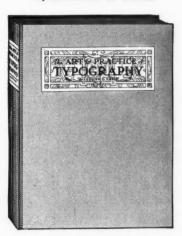
Occasionally a dealer is tempted to suggest something "just as good," sacrificing his own opinion in order to make a little better commission on the sale — but to pro-tect yoursell, insist on having

WETTER NUMBERING MACHINE COMPANY 335 Classon Ave., Brooklyn, New York, U. S. A.

Good Numbering

The Art and Practice of **Typography**

By EDMUND G. GRESS



This book contains almost 100,000 words of instructive matter, besides fifty large color inserts and seven hundred reproductions of high-class commercial printing.

Size 9 1/2 x 12 1/2. Cloth, price postpaid, \$5.

The Inland Printer Company

632 South Sherman Street, Chicago, Ill.

ELEC-FANS TRIC 1912

CROCKER-WHEELER 9-INCH DESK FAN

It consumes only about one kilowatt in forty

It is light and easily handled.

It operates noiselessly.

The fan blades and guards are of polished brass, and the stand and motor are in gun metal finish.

Send for our Bulletin 147-E

CROCKER-WHEELER COMPANY

AMPERE, N. J. BIRMINGHAM BOSTON CHICAGO DENVER DETROIT NEWARK NEW HAVEN PHILADELPHIA PITTSBURG SAN FRANCISCO CLEVELAND SYRACUSE



SNOW WHITE - VELLUM FINISH

High-Grade Paper and Bristol for Announcements Menus, Folders, etc., at a popular price.

Wedding Invitations

Note Sheets in FIVE correct and fashionable sizes with Inside and Outside envelopes to match, separately or in handsome cabinets of 50 complete sets.

Examine quality, color and finish; compare with any Wedding Paper you know of; then consider the price and - judge for yourself.

UNION CARD & PAPER CO.

45 BEEKMAN STREET

NEW YORK









Moderate Investment

will insure safeguard - a protection of cost and profit.

The Rouse Unit System

of bases and register hooks insures composing-room and pressroom efficiency, which means increased output on a standard basis of cost.

Then Comes Pressroom Efficiency

which is mainly a matter of correct method of plate mounting, because the maximum output of any press printing from plates can be secured only with Rouse Unit System Bases and Register Hooks—the system that eliminates all waste time in making up, making ready and registering; the system that permits the quickest change in plates, the narrowest possible margins, and a permanent make-ready. The Rouse Unit System of Bases and Register Hooks does all this—and more—it reduces the waiting time of your presses to the last degree, and insures the greatest output as well as the best work.

The unprecedented success of our Climax and Combination Register Hooks has led some manufacturers to imitate them. Don't be deceived, don't spend another dollar for hooks of any kind until you have compared the Climax and Combination with the imitations—then buy the best.

DON'T FAIL TO VISIT OUR BOOTH

at the Ben Franklin Club of America Convention at Cleveland, Ohio, June 20 to 22; also the National Press Association at Hotel Sherman, Chicago, June 24 to 27.

The Great Saving In Make-Ready

is realized through the installation of the Rouse Universal Block.



Any size page can be made up in from 15 to 50 seconds and the plates clamped or released quicker than with any other system. A single set makes up eight pages into about 160 different sizes, ranging from 17×25 up to 35×51 picas, and a less number of larger pages into an endless variety of shapes and sizes, all with a variation of 2 picas in either width or length, or both width and length.

Price, per set, including Steel Ratchet and Dustproof
Case that fits a printer's stand, a practically universal and indestructible ontfit, for only \$55. Sold by dealers everywhere.

Stop the leaks and let the balance of 1912 represent a profitable and satisfactory business with increased profits and less worry.

Your Print-shop Is Incomplete Without This Mitering Machine



It embodies all the good points of similar tools and, in addition, has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate *Point Gauge* that adjusts instantly and locks automatically, enabling you to

MITER TO POINTS

inside measures. Also an improved method of locating and locking the rule holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures permanent accuracy. Any way you look at it — design, construction, finish, accuracy or convenience — it is the best and

handiest miterer made.

Price, \$20.00. Extension Gauge (60 to 160 picas) \$5.00 extra.

Made only by H. B. ROUSE & COMPANY, CHICAGO

"Modern Methods" Explains Everything. Have You Got Your Copy? It's FREE.

THE MILLER INCLINE TRUCK

Constructed to LIFT and CARRY up to 5,000 Pounds Saves REHANDLING — EOUIPMENT — MATERIAL

One truck will easily operate 100 platforms, which you can make vourselves.

You can operate the mechanism, which is a powerful screw, with the handle of truck in upright position. The truck has four wheels, all on shafts, the two front wheels being connected and steered with fifth wheel plate.

Better than a three-wheel truck, which might tip over when loaded.

THE MILLER INCLINE TRUCK COMPANY NEW YORK CITY 561 West 57th Street



A Typographic Contest in Printers' Advertising—



Something new and original for compositors, layout men, ad-writers and printers generally is announced in the

June number of The

American Printer

The fourth lesson on estimating

The fourth lesson on estimating also appears in the June number. "Business and Cost Problems" and "Good Things Said at Cost Congresses" are new departments—something fresh and interesting every month. "How I Started a Printing Business," the leading article, will be appreciated by employer and employee. The Presswork and Typography departments contain ideas that are worth much money. The Machine Composition department is a winner. "Ideas for Printers"—always a popular page. "What's Queer in Printerdom"—bright and snappy; see the funny press! "The Young Printer" has been supplemented by "The Old Printer"—two good departments. Color inserts, actual samples of printers' advertising matter, reset specimens, organization activities, review of printed work—if there's anything new it is given in The American Printer.

American Printer readers set matter prepared exclusively for them.

American Printer readers get matter prepared exclusively for them

Send thirty cents for a sample copy of the June number now, or three dollars for a year's subscription

OSWALD PUBLISHING CO., 25 City Hall Pl., New York City

The use of Westinghouse motors enables the printer to produce the greatest amount of work for the least expense.

¶ Let us tell you why this is so. Let us show you how Westinghouse motors have increased the profits of printers in every line of work.

Write Department 40 to-day for full information.

Westinghouse Electric and Manufacturing Co.

> East Pittsburgh, Pa. Sales offices in 45 American Cities.



Bresnan's Automatic Feeder

Is an Attachment for the Gordon Press that converts it into an Automatic SELF-FEEDING Press.

The Attachment is fastened to the feed-board of the press and is operated by a connection to the draw-bar or side-arm of the press.

The sheet is fed from the roll underneath, which can be placed in front or rear as convenience requires; passing up through the center of the press it is drawn to the size required and cut off.

The Attachment will fill a long-felt need, and the price is within the reach of any printer.

De Boise Bresnan Co.

23 Park Row, New York



A Stapler that Can Prove Its Full Claimed Merits

Means Economy in the Printing-Office

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamplet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd. 112 North Ninth Street,

Camden, N. J.
Progress Typewriter Supply
Co.,Ltd., London, England,
European Agent

Inks that are used in every country where printing is done.

Kast & Ehinger

Manufacturing Agents for the United States, Canada, Cuba, Mexico

Charles Hellmuth

Printing and Lithographic

The World's Standard Three and DRY COLORS, VARNISHES

Three and Four Color Process Inks OFF-SET INKS

Gold Ink
worthy of
the name

New York

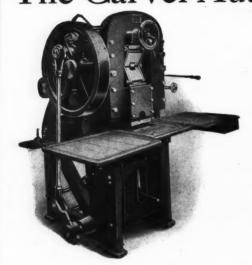
154-6-8 W. 18th Street
Hellmuth Building
Chicago

Chicago
New No. 605-7-9 S. Clark St.
Poole Bros. Building

Originators of Solvine

Bi-Tones that work clean to the last sheet

The Carver Automatic Die Presses



Are the best adapted for special and commercial steel die and plate printing.

They are the most economically operated and cost the least for repairs.

THE CARD FEEDING ATTACH-MENT and PLUNGER FINGER GUARD greatly reduce liability to accident while feeding.

Manufactured in the following sizes:

 6×10 in. $3\frac{1}{2} \times 8$ in. $4\frac{1}{2} \times 9$ in. $2\frac{1}{2} \times 8$ in. $2\frac{1}{2} \times 4$ in.

C. R. Carver Company

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

EXPORT AGENT, EXCEPT CANADA:
to and Winnipeg. PARSONS TRADING CO., Sydney, Mexico City and New York.
SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Roberts Numbering Machine Co.

Successor to The Bates Machine Co.

696-710 Jamaica Ave., Brooklyn, N.Y.

MODEL 27A



FOR GENERAL JOB WORK

ABSOLUTELY ACCURATE

> FULLY GUARANTEED

SIDE PLATES WITHOUT SCREWS

ALWAYS IN STOCK

FIVE-FIGURE WHEELS

Nº 12345

Size 1½ x 15/16 inches

ROBERTS' MACHINES

UNEQUALLED RESULTS - MAXIMUM ECONOMY

View Showing Parts Detached for Cleaning

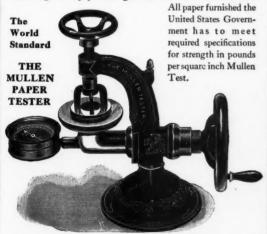
NO SCREWS

To Number Either Forward or Backward



Know the True Quality of the Paper You Buy!

The careful and successful printer needs as a protection accurate knowledge of the paper he bargains for and sells to his customers.



SEND FOR CATALOGUE AND REFERENCES

B. F. PERKINS & SON, Inc.

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

European Agents: Parsons Trading Co., New York and London



Printers Win Advertising Positions

Printers everywhere are winning well-paid positions as advertising men because their knowledge of printing, layouts and type effects is a good foundation for the work.

The International Correspondence Schools have a way by which you can turn **your** printing knowledge to particularly good account. An I. C. S. training in the various branches of advertising will help you win a position where the work will be pleasant and the salary a good one.

You can qualify at home, and in your spare time through I. C. S. help. To find out how easy and thorough the I. C. S. method is, sign and mail the attached coupon to-day.

You will find the Advertising Course of the I. C. S. extremely interesting. It teaches you the science of type and layouts—shows you how to write copy—how to follow up inquiries—how illustrations are suggested and made—mediums selected—catalogues and booklets written—everything about advertising.

For more money and a better position, mail the coupon to-day. In doing this you assume no obligation whatsoever. Do it **Now.**

International	Correspondence	School
Box 1	207, Scranton, Pa.	

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name

St. and No .___

ity_____ State

Manufacturers of Guaranteed Surples Surples Envelopes You have talking points that count when you tell your customer that you are figuring to furnish him Envelopes

your customer that you are figuring to furnish him
"Western States" envelopes — bond and ledger envelopes that "Stay Stuck" — envelopes so packed that they can't get dusty or discolored from long storage — envelopes with sterilized, flavored gummed flaps. And more important to you — our system of layouts enables you to print your sheets in advance, send them to us to be made up, and deliver the completed envelopes to your customer on time and at a distinct economy. And further — we specialize in furnishing "Sure Stick" Envelopes in practically any brand of Bond or Linen Paper that you may specify. Western States service takes care of you — and the sooner you know about it, the better it will be for you — your customers — and your bank-roll.

Western States Envelope Company, Milwaukee, Wisconsin.

"They Stick Like a Brother

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

C, because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

L because every man in our employ is an expert in color reproduction;

C, because we are specialists, making none but color-plates, anything from two colors up;

(I, because we have successfully demonstrated again and again that our process reproduces anything perfectly;

C. because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

C. because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

(I, because our service extends all over the country and is thoroughly dependable. Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing
TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET

NEW YORK CITY



Would You Stop and Think?

If we gave you a chance of proving for yourself that the Anderson Bundling Press is the best to be had — would you be interested?

We can tell you of many printers, likely near you, who use and know all about the merits of our Bundler.

A bindery is incomplete without a bundling press. Many have from 2 to 12 in daily operation.

Immense power with little effort, strong and rigid construction—practically indestructible, moderate cost.

Write C. F. ANDERSON & CO.

712 South Clark Street CHICAGO

OLD COUNCIL TREE BOND

can be secured in any quantity in all its weights and tints from any of the dealers listed below:

BaltimoreB. F. Bond Paper Co
BuffaloAlling & Cory Co
Brantford, CanBarber-Ellis, Ltd
Cincinnati
Cleveland
Chicago Graham Paper Co
Chicago Chicago Paper Co.
Detroit Chope-Stevens Paper Co.
Denver Graham Paper Co.
Dallas, Tex
Havana, CubaNational Paper & Type Co.
Indianapolis Indiana Paper Co.
Ithaca, N. YT. G. Miller & Sons Paper Co.
Kansas City, MoGraham Paper Co.
Los AngelesBlake, Moffit & Towne
Lansing, MichDudley Paper Co.
Mexico City, MexNational Paper & Type Co.
Minneapolis Minneapolis Paper Co.
Milwaukee Standard Paper Co.
MilwaukeeE. A. Bouer Co.
Nashville, TennGraham Paper Co.
New OrleansGraham Paper Co.
New York
New York (Harlem)J. E. Linde Paper Co.
Newark, N. JJ. E. Linde Paper Co.
New York
Omaha, Neb
Portland, OreBlake, McFall Co.
PhiladelphiaIrwin N. Megargee & Co., Inc.
PittsburghChatfield & Woods Co.
RochesterAlling & Cory Co.
Seattle American Paper Co.
Spokane Paper & Stat. Co.
Springfield, MoSpringfield Paper Supply Co.
St. LouisGraham Paper Co.
San FranciscoBlake, Moffit & Towne
St. PaulWright, Barrett & Stillwell Co.
Tacoma Paper & Stat. Co.
Toronto, CanBarber-Ellis, Ltd.
Winnipeg, CanBarber-Ellis, Ltd.
WashingtonR. P. Andrews Paper Co.



"De Boss says to write dis letter over again an' use OLD COUNCIL TREE BOND"

OLD COUNCILTREE BOND

If any letter is worth sending out at all, it is worth sending well. Lots of merchants send out countless letters and use the cheapest kind of stock they can find. They save a few dimes in printing and stock, but no one knows how many dollars they lose in business.

MR. PRINTER, if you'll only realize your importance in the business world—your real value to men like this who need your ideas—you can weave yourself into their organization—yes, onto their pay-roll.

Suggest to them the use of Old Council Tree Bond for their letter-heads. Show them how every letter they send out can be made a dignified, impressive advertising force that will bring tangible results, at small cost, from people who appreciate and respect classy stationery.

Ask us for samples of Old Council Tree Bond. We'll send you folio sheets for the asking.

Get our elegant portfolio of Letter-head ideas anyway.

NEENAH PAPER CO.

MANUFACTURERS OF LOFT-DRIED WRITING PAPERS

NEENAH

WISCONSIN





KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

There are two other grades - "SUPERIOR" and "SUPERBA"—both of equal excellence when price is considered. Write for particulars and prices and for name of nearest agent carrying our papers.





"Same Old Story: They Are Going Some" 953 Wing-Horton

Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

Greenfield, Mass. CHAUNCEY WING, Mfr.,

JAMES WHITE PAPER CO.



Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET

CHICAGO

The New Tatum Paper Drill

Is the last word in the making of a perfect paper drill. It really drills, and drills with satisfaction not "gouge" or "bore."

By reason of its simple mechanical features and its successful operation it is conceded by those who have given this drill a thorough and practical test as the one most successful paper drill on to-day's market.

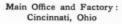
For thick work beyond the capacity of an ordinary punching operation, or for holes far from edge of sheet, the TATUM PAPER DRILL will be found invaluable. Especially adapted for railroad tariffs,

> telephone directories, order blanks, calendar cards and similar work.

A Few Special Features

The table is readily adjustable, work easily controlled, any desired distance between centers from one-half inch to twelve inches quickly secured. Gauges on table provide easy adjustments from edges of sheets.

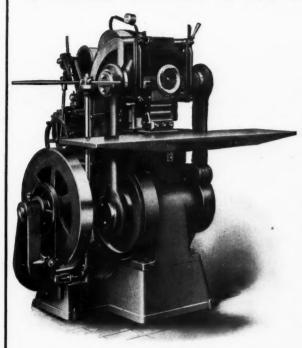
Drills are hollow — a very important feature — avoiding choking, thereby giving a clearance inside, which allows ready passage for the refuse, insuring holes clean all the way through. Ask for our descriptive leaflet supplying further details.



THE SAM'L C. TATUM CO.

New York Office: 180 Fulton St.

Think What You Can Gain in Profit



By installing this die press with its new and modern improvements.

Such a die press means increased output, increased character of product, and greater profit.

The mechanical and constructive principles are absolutely correct — the newest — and when you install such a press you get the result of to-day's requirements.

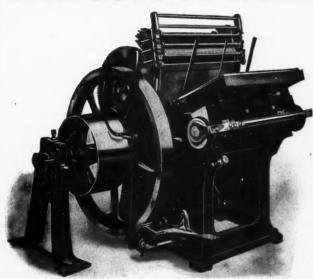
It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

Write for full particulars, prices, terms, ctc. We manufacture two smaller sizes of press. Also hand-stamping and copperplate presses

Modern Die & Plate Press Mfg. Co.

Belleville, Illinois

THE COST OF RUNNING A PRESS



is more important than the original cost of the press. The maintenance of the UNI-VERSAL PRESS has distinguished reputation for economical operation among discriminating and careful buyers of printing machinery.

Its quality, quantity and variety of service combined with its economical operation are all vital points to be considered. Our presses are especially designed for high-class work, half-tone, four-color cuts, cutting or creasing, and their character of production is absolutely unsurpassed in every respect.

Durability and simplicity have made for these presses a standing and undisturbed reputation among those who are daily using them.

We will gladly send you prices, catalogue, and further particulars if you are now ready

to install a press that will serve manifold purposes in a dependable and satisfactory manner.

The National Machine Co., Manufacturers, Hartford, Connecticut

Sole Canadian Agents-MILLER & RICHARD, Toronto and Winnipeg

The Fussiest Fellow Who Ever "Kicked" a Press Will Find Nothing to "Kick" About in a

Friction - drive, Variable - speed, Single-phase, Alternating current Printing-press

"No Motor Equals the KIMBLE For Printing - offices "

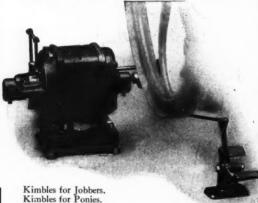
The Sheldon (Ia.) Sun

Messrs. Hamilton & Bartz, proprietors of the Sheldon a.) Sun newspaper and job printing-office, wrote us, March 23, the following unsolicited letter:

arch 23, the following unsolicited letter:

"The Sheldon Sun, something more than a year ago, put in two of your friction-drive motors, attaching them to job printing-presses. We would register a kick if we had one coming, but we are utterly unable to find a word of fault with them. They have been ready for work every day, and one of them in particular has been in almost constant use. Thus far we have never had the least bother with them. Nothing has gone wrong. None of our employees know anything about electrical machinery, neither do the proprietors. We have simply tried to take good care of the machines, and to-day they are in as good shape as they were the day they left your factory. To the mind of the writer, there is no motor on the market that is equal to the Kimble for printing-offices."

"A Touch of the Toe - To Go Fast or Slow"



Kimbles for Cylinders. Kimbles for each and every machine in your composing-room, pressroom and bindery.

Shop efficiency requires that every machine be operated at that speed which best suits the job in hand. The wide range of speed that this calls for can be obtained only from Kimble motors, Besides this, they will lower your power bills.

Kimbleize Your Shop and Paralyze Your Power Bill SEND FOR THE KIMBLE CATALOG

Kimble Electric Company 1125 Washington Boulevard Chicago

REAL MONEY FOR EXAMPLES of GOOD **TYPOGRAPHY**

EGINNING with the July number, THE PRINTING ART will contain a department showing the finest examples of typography that are being produced every month. A prize of \$10 will be paid for the best specimen, or specimens, submitted, as well as other prizes for second, third and fourth best examples.

The prize-winning designs will be reproduced in approximately full size, and criticism will be made of all designs submitted.

This new department will be one that no ambitious compositor can afford to overlook. Write to-

day for further particulars and a sample copy of the most beautiful printing trade journal published.

THE PRINTING ART CAMBRIDGE, MASS.

Increase Your Sales—Decrease Your Losses Consult the Specialists Who Know

Fifteenth

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency

General Offices, 160 Broadway

New York

Headquarters for Photo-Engravers' Supplies

Williams-Lloyd Machinery Co. 638 Federal Street, CHICAGO

Manufacturers of a Complete Line of

Electrotyping, Stereotyping and Photo-Engraving Machinery

We make a specialty of installing complete outfits. Estimates and specifications furnished on request. Send for Catalogue. = EASTERN REPRESENTATIVE :

UNITED PRINTING MACHINERY COMPANY 12 Spruce Street, NEW YORK 246 Summer Street, Boston

D^{ESIGNED} on the best printing-press principle in the world—the two-revolution cylinder—the *Potter* is the best proof press.

SPEED and EASE of operation and QUALITY of product explain its popularity. It looks like a machine, and it is a machine—mechanical, simple, accurate.

Proving Efficiency is spelt P-O-T-T-E-R P-R-O-O-F P-R-E-S-S.



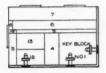
Potter Proof Presses
are made
in
Three Sizes
and
Five Styles.
Ask for

Circular

Potter Proof Presses are made and guaranteed by

A. F. WANNER & CO.

431 So. Dearborn St.
CHICAGO

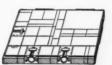


WILSON BLOCK

ILSON BLOCKS and book blocks are synonymous. Those who do not think "Wilson" when they think "book" should, in the name of better service and economized time.

BETTER THAN solid blocks, because of smaller investment and flexibility of size; better than sectional blocks, because of fewer pieces and quicker make-up; better than any—the just-right combination for book plates.

WE can prove it, and our address is below. What is yours?



SUDDARD BLOCK

SUDDARD BLOCKS claim merit for the system of sizes which provides every possible dimension in gradations of two picas with the fewest number of pieces. The travel of hooks is five picas.

SUDDARD BLOCK hooks are either Narrow Margin Ratchet, Narrow Margin Register, or Universal (combination of the two), as may be ordered; latter regularly supplied.

SUDDARD BLOCKS are good blocks, which is demonstrable in your own shop. Your name is——?

A. F. WANNER & COMPANY

431 South Dearborn Street

CHICAGO

A. F. WANNER & COMPANY

431 South Dearborn Street

CHICAGO



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

he Advantage of Being a Machinist-Operator

is shown in the number of situations of that kind that are advertised as being open. The installation of one, two and three machine plants in city and country offices is largely responsible for this. The mechanism of the Linotype is taught thoroughly at

The Inland Printer Technical School

<u>MENERIA MENERIA MENER</u>

Students taking mechanism are required to devote minute study to each part and its particular function, so that they may quickly locate difficulties and apply the remedy. This is done under the close supervision of the most expert teacher-machinist. He holds his job not because he has stock in the firm, but because he graduates satisfied students who stay satisfied.

The oldest, best and most successful of the schools, and you can get a booklet telling all about it by dropping a postal to

The Inland Printer Technical School

632 South Sherman Street, Chicago, Ill.

Best Design
Best Construction
Best Wearing Qualities
Best for Accuracy
Best Price
FULLY GUARANTEED

6 Wheels \$6.00
Less Than One Cent a Day



Nº 12345

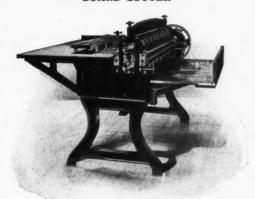
5 Wheels \$5.00
Less Than One Cent a Day

Specify AMERICAN When Ordering DEALERS EVERYWHERE (PROMPT SHIPMENTS)

American Numbering Machine Co.

291 Essex St., Brooklyn, N. Y. 169 W. Washington St., Chicago, Ill. 2 Cooper St., Manchester, England

THE LANGSTON ROTARY BINDERS'
BOARD CUTTER



If you have
BINDERS' BOARD
or
FINE CARD STOCK

to cut

Samuel M. Langston Camden, N. J.

A House of Cards

is an old familiar metaphor to which Time has veritably given a new meaning growing out of the introduction of the great card improvement of the century. When

Peerless Patent Book Form Cards

were first offered to the buying public, not even the inventor dreamed of the enthusiastic reception that was to be accorded them. They have leaped into a demand that is incredible.

Our Smart Card in Case

STEEL COMPANY
PITTABURGH. PA.
E.K. HARRIS
CHICAGO
CHICAGO

Is it not good logic that, if they have been such a mighty factor in the long established business of the J. B. Wiggins Company, whose reputation as a producer of the last word in engraving and die embossing

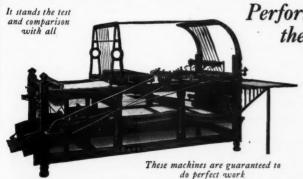
is a fundamental fact of the last half century of the business world, your business, however well established or how newly formed, must be benefited by the offering of these cards to your customers and to those who are not, but are much desired, whose patronage is distinctly worth while?

Think it over, and think what you are losing by not putting the logic of this fact to the supreme test—the sale of these cards in your own business. Begin right now to eliminate this loss and add this profit. Write to-day.

The John B. Wiggins Company

Established 1858

Engravers, Die Embossers, Plate Printers 52-54 East Adams Street Chicago



Performance Is the Power Behind the Success of the Dewey Ruler

The Dewey Ruler is the known standard of perfection acknowledged by those who use and have seen the ruler in operation.

It is an up-to-date ruler, and before you make a new purchase or add additional equipment, suppose you drop us a line and obtain further facts.

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

DANISH BOND

ADVANCE IN PRICES

All manufactured articles have increased in price during the last few years. As a result of the increase in cost of materials and labor, it has become necessary for the manufacturer of paper to advance the price or reduce the quality. We have chosen to advance the price. Your nearest jobber will be pleased to give new quotations on request.

B. D. RISING PAPER COMPANY

DANISH BOND AGENTS

Albany, N. Y	. Hudson Valley Pap	er Company.
Baltimore, Md	B. F. Bond Pap	er Company.
Boston, Mass	Tileston & Livermo	re Company.
Brantford, Ontario	Barb	er-Ellis, Ltd.
Buffalo, N. Y	R. H. Thomps	on Company.
Chicago, Ill	Dwight Brothers Pap	er Company.
Columbus, OhioT	he Central Ohio Pap	er Company.
Denver, ColoCarter, R	lice & Carpenter Pap	er Company.
Grand Rapids, Mich		
Indianapolis, Ind	Crescent Pap	er Company.
Kansas City, Mo	Kansas City 1	Paper House.
Los Angeles, Cal		
Louisville, Ky		
Milwaukee, Wis		
Minneapolis, Minn		
New York city		
New Orleans, La		
Omaha, Neb		
Philadelphia, Pa		
Portland, Ore		
Rochester, N. ¥		
San Francisco, Cal		
St. Louis, Mo		
Toronto, Ontario		
Washington, D. C		
Winnipeg, Manitoba		
winnipeg, Manitoba		1-Ems, Ltu.

HOUSATONIC BOND AGENTS

Albany, N. Y
Baltimore, MdB. F. Bond Paper Company.
Boston, Mass
Buffalo, N. Y
Chicago, Ill J. W. Butler Paper Company.
Columbus, Ohio
Harrisburg, Pa
Indianapolis, Ind
Los Angeles, CalBlake, Moffit & Towne.
Minneapolis, Minn
New York cityMiller & Wright Paper Company.
Philadelphia, Pa
Pittsburgh, Pa
Portland, Me
Rochester, N. Y
San Francisco, CalBlake, Moffit & Towne.
St. Louis, Mo
Toronto, OntBuntin, Reid Company.
Washington, D. CB. F. Bond Paper Company.
Winnipeg, ManBarber-Ellis, Ltd.

HOUSATONIC BOND

Are Your Proofs a Credit to Your Plant?







The notion that any old thing will do because it's just a proof used to go. But times have changed. People like to see what they are buying now-a-days. They've got the "show me" habit.

Suppose your tailor sent you a sample of cloth and said: "Here is the stripe I have selected for your suit. It is not the goods that I will use. It will be heavier, and the color will be different. Please O. K. and return."

What kind of proofs do you submit? Do they make a customer glad he placed his work with you, or do you send them out with an apology?

Good, clear, attractive proofs will help wonderfully to inspire confidence in your plant — create the right impression of your business methods — the prestige that gets and holds trade.

Vandercook proofs are *cheaper* than common proofs, and are as good as the run itself. Cheaper because more *rapid* than by any other method.

Vandercook Proof Presses

save compositors' time. Save pressmen's time. You don't need to lock a form and you don't need to use a running press to get a perfect press proof.

ROLLER SERIES

Designed especially for rapid work. Inking attachment revolutionizes galley proving in quality and speed. Printing surface, 10 by 25 inches. Also furnished without inking attachment.

The Western Methodist Book Concern says:

The Vandercook Roller Series Proof Press recently installed in our composingroom is giving entire satisfaction. Its perfect inking device enables us to make a great saving in time in the handling of our mailing lists. In fact, we think it is the best ever for all proving purposes.

Yours very truly, T. D. OAKLEY, Supt., Mfg. Dept.

COMPOSING-ROOM CYLINDER

Automatic inking. Absolute register. Feeds to grippers, or sheets may be laid on forms. Safety grippers. A hand cylinder press capable of the highest grade of printing. Two sizes — 25 by 25 and 17 by 25 inches printing surface.

The Philadelphia North American says:

The Vandercook Press installed by us six months ago is giving results beyond our expectation. I can truthfully say it is in a class by itself.

Sincerely yours, E. W. PROPHET, Supt.

HIGH-ARM SERIES

The simplest form of "curved platen." Very rapid, and a necessity in every job and publishing plant. Hundreds of users. Made in three sizes — 12 by 18, 11 by 25, 17 by 25 inches.

Toby Rubovits, Chicago,

The proof press you installed has been an advantage to our composing-room from the first day. It does all the work you claimed for it in a satisfactory manner. Respectfully yours,

TOBY RUBOVITS.

Your dealer can supply you - or write us direct. Your sample proofs are ready.

EASTERN SALES COMPANY

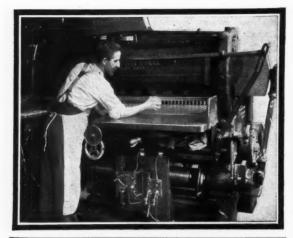
Manufacturers

CHICAGO, ILLINOIS

1524 Peoples Gas Building

CANADIAN AGENTS:
Miller & Richard, Toronto and Winnipeg.
George M. Stewart, Montreal.

EXPORT AGENT (Except Canada): Parsons Trading Co., Sydney, Mexico City and New York.



Watch the little leaks spoiling stock with a dull Paper Cutter Knife for instance—there is a remedy

The Carborundum Machine Knife Stone



keeps the knife so keen and smooth edged that it cuts clean — no feathering — one side of the stone is coarse for bringing the blade to an edge — the other side fine for giving the finished smoothness — it lessens the need of grinding — saves time, stock and temper — no need of taking the blade out of the machine.

At your hardware dealer or direct by mail,

\$1.50

THE CARBORUNDUM COMPANY

NIAGARA FALLS, NEW YORK New York, Chicago, Boston, Pittsburg, Cleveland, Cincinnati, Milwaukee, London, Eng.



Experience Is the One Convincing Teacher

When once used the compositor is never satisfied until he owns a

Star Composing Stick



There is satisfaction to be had in the use of Star Sticks. Why? Because they are made to fill to-day's requirement for an accurate and comfortable-for-the-hand composing stick.

What About Our German-Silver Sticks?

German-silver sticks will not rust or corrode, will outlast steel sticks, are of value to printers in sea-coast districts, are not affected by perspiration.

MADE IN ALL POPULAR SIZES.

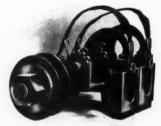
ASK FOR PARTICULARS

FOR SALE BY SUPPLY HOUSES GENERALLY

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers" Springfield, Ohio, U. S. A.

How Are You Protecting Your Costs?



Unreliable motors and their cost of up-keep cause a leak in your profits surely and quickly.

Micro-Ground. Com Micro-Ground, Com Micro-Ground. Com Micro-Ground.

Peerless Motors

The Brush Holder shown in cut insures positive and uniform performance — a type found only in Peerless Motors.

are the result of many years' satisfactory service

and test among the varied printing industries of the world — hence not an experiment.

Peerless Motors are built for the purpose; constructed for every-day service and for any requirements about the print-shop, electrotyping or engraving plant. Suppose you look well to the "Power Cost" item. Our Motor Power "holds down" your cost of production where it belongs.

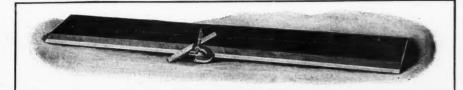
On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

Sales Agencies:
CHICAGO, 452 Monadnock Block.
NEW YORK, 43 West 27th Street
And All Principal Cities



"COES" NICRO

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

Micro-Ground. Com Micro-Ground. Com Micro-Ground. Com Micro-Ground. Com Micro-Ground.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.

WORCESTER, MASSACHUSETTS.

Micro-Ground. Co Micro-Ground. Co Micro-Ground. Co Micro-Ground.

New York Office - W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina Sole Agents for Canada

COES RECORDS

	-		-					
First to use Micrometer in Knife work .								1890
First to absolutely refuse to join the Trust								1893
First to use special steels for paper work								1894
First to use a special package								1901
First to print and sell by a "printed in figu	res	" P:	rice-	list				1904
First to make first-class Knives any hind	-	-			-	-	since	1830

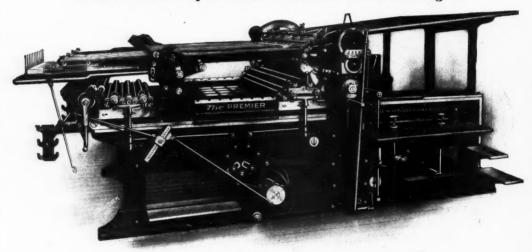
COES is Always Best!

Micro-Ground, Com "Micro-Ground. Com "Micro-Ground. Com "Micro-Ground.

SPEED! SPEED! SPEED!

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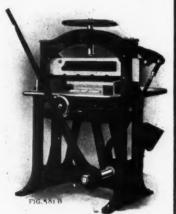
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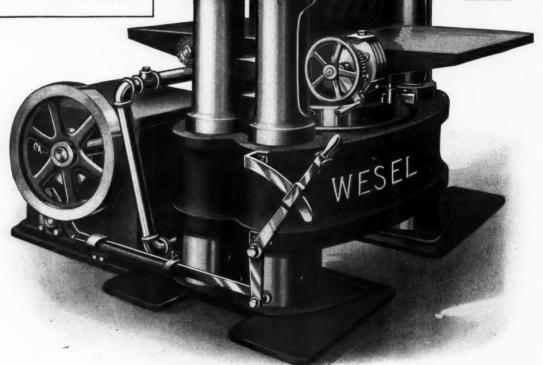
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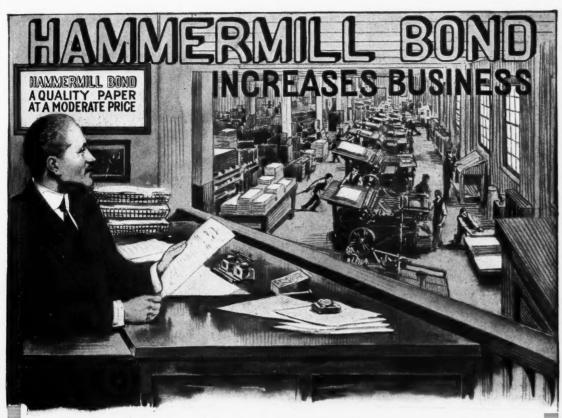
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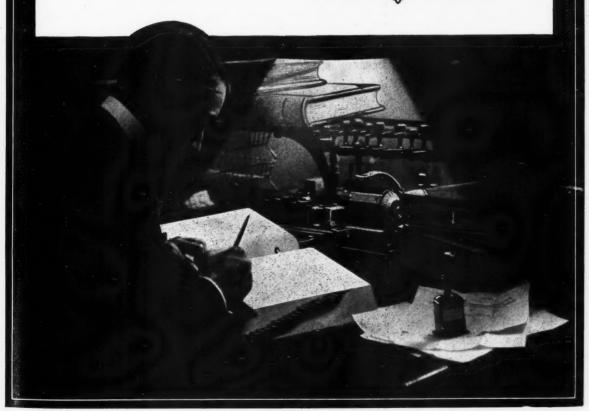
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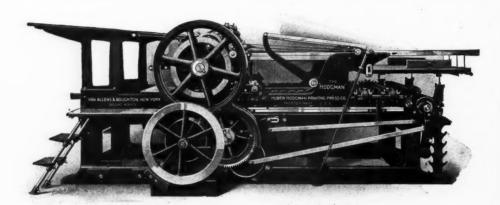
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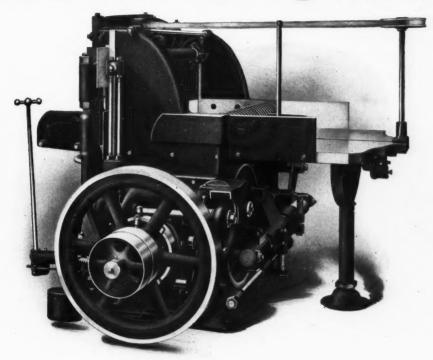
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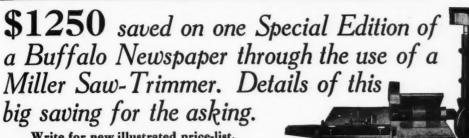
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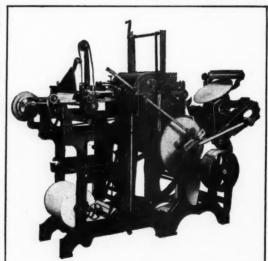
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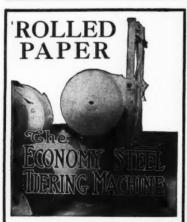
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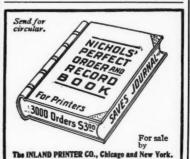
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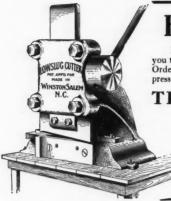
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